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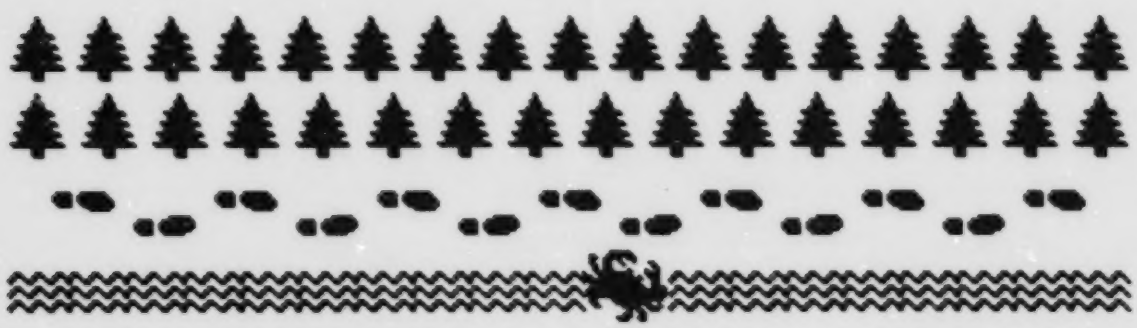
PACIFIC RIM NATIONAL PARK 1989 VISITOR SURVEY RESULTS

LONG BEACH UNIT



DOE/PKS-015-03234

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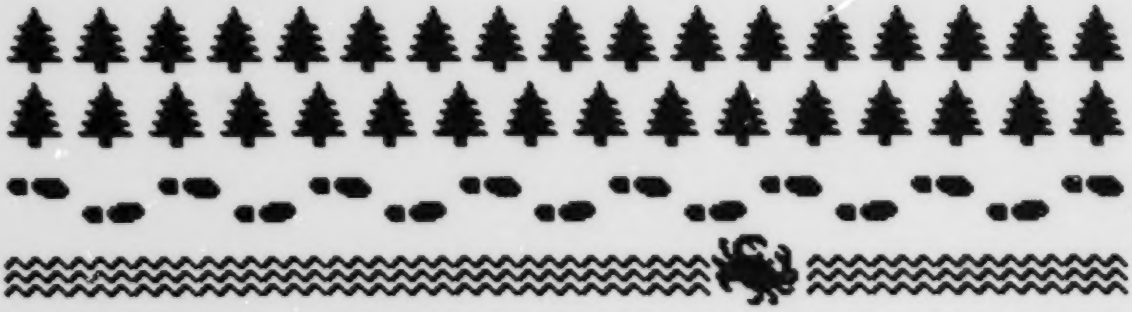
LONG BEACH UNIT
EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

The purpose of this report is to summarize the results of the 1989 visitor survey, administered to 1660 people at 14 locations in the Long Beach Unit of Pacific Rim National Park. Designed as a reference manual for management planning purposes, this report represents a first analysis of the survey data. Conceivably, there may be an interest in further analysis of this data bank, possibly when service planning commences for the park. Hopefully this report will support these planning exercises, by highlighting visitor characteristics and their perceptions of how the park should be managed.

With this purpose in mind, the results have been prepared for ease of access and interpretation: results are presented in tabular and graphical form with a brief discussion of each figure. These results are presented in summary form for each location included in the study. The analysis and presentation is similar, but not identical, for each area (there was some variation in questionnaire items from location to location). Nevertheless, each report contains the following elements:

1. Visitor Profile
2. Trip Profile
3. Visitor Satisfaction
4. Success Criteria

Highlights of these results are summarized in the following discussion. For more detailed results and discussion, the reader is directed to the summary report for each location.

1.Visitor profiles provide a description of the visitors to each area: their origin; age and gender of group members; the sources of information used to plan their trip to Pacific Rim National Park; their motives for visiting the area; and the number of people with physical disabilities. These profiles may be useful for developing visitor activity groups.

Since there was some variation in visitor profile from place to place in the park it is difficult to summarize these results. However, in terms of origin, B.C. residents comprise the largest group of visitors, making up between 39.9% to 69.6% of the total visitors in each area. Foreign visitors, mainly American, comprise between 10.9% and 28.1% of the visitors.

For most of these visitors, the Long Beach Unit was their main destination (33.7% to 53.0%) or at least a planned destination (39.1% to 52.1%). By far the most important source of information about the park was word of mouth (between 45.8% and 77.7%). The disabled population (visual, hearing, mobility, other) visiting the Long Beach Unit varied from place to place (between 3.2 % to 15.3%), which compares with a provincial average in British Columbia of about 13%.

Table 1 provides an indication of the important motives visitors express for visiting various locations in the Long Beach Unit. Although it is usually the same five or six motives that are important in each location, the relative importance of each motive varies significantly between several locations. For example, visitors to the Wickininnish Day Use area differ from visitor to the Wickaninnish Centre area in terms of the importance they attach to privacy, getting away from it all, for adventure, and physical exercise. Visitors to Schooner Cove can be distinguished from visitors to Green Point in terms of the importance they assign to physical exercise. Visitors to Long Beach South differ from visitors to Long Beach North in the level of importance for privacy, and for adventure. Visitors to Florencia and Combers appear to be quite similar in their motive profiles. Visitors to the "trail areas" (Gold Mine Trail, Shorepine Trail, Rainforest Trail) seem to have similar motives as well, although Goldmine visitors rate privacy somewhat higher. Kennedy Lake visitors appear to be quite different in their motives from visitors elsewhere in the Long Beach Unit. This may be the case, since the setting at Kennedy Lake differs from the rest of the Long Beach Unit in many ways. However, the sample size of Kennedy Lake visitors was quite small (n=30), so this interpretation should be viewed with caution.

Trip profiles describe the length of time people are spending in each of these locations, and their participation levels in a variety of activities. For each area, summary tables have been prepared indicating visitor trip profiles in terms of how many locations each visitor includes in their stay in the Long Beach area. Average group expenditures on food, accommodation, recreation, and transportation in the area vary from $157.70 to $288.00. Clearly, when total expenditures are computed with multiplier effects, the impact on the local economy is substantial.

Visitor Satisfaction is summarized with respect to facilities and services, as well as overall satisfaction with their experience, and perceptions of crowding. Satisfaction levels for people with physical disabilities are also presented. Invariably, these measures of satisfaction are very high, with over 90% of all samples indicating they felt satisfied or very satisfied with their experience. However, one surprising result was the number of people who are not aware of some services and facilities, particularly interpretive opportunities.

Success Criteria: Most visitors have some important needs and expectations regarding their experience in a National Park. In this study, visitors were asked to indicate which of these "criteria" were important to them, and whether the needed crite-

ria were met. Comparison with these two sets of responses are presented in graphical form with each report, as illustrated here in Table 2 with some of the data from the Wickininnish Centre Area. People who indicate that an important need for them was met, are considered to be satisfied with respect to that issue; whereas people who report that an important need for them was not met, are considered to be unsatisfied with that component of their experience. For example, of the 250 people who were interviewed in the Wickininnish area, 102 people commented on pretrip information. Of these 102 people who commented, 65.7% indicated that this criteria was important and had been met (they were satisfied), whereas 33.3% felt this criteria was important but not met (unsatisfied).

The success criteria results have been summarized in Table 3. Interpretation of this table can be illustrated with respect to Wickaninnish Centre. It is apparent that most visitors to this area were satisfied with many of the criteria, although several visitors expressed concerns about pretrip information, heritage-cultural resources, weather, water conditions, and accommodation. Some care needs to be made in these interpretations, since the number of people responding to each item varies substantially, as indicated in the table.

Table 1: Important Motives For Visiting the Long Beach Unit of Pacific Rim National Park

Motive*	Wick Centre	Wick Day	Schooner	Green point	Long BeachN	Long BeachS	Florencia	Combers	Goldmine	Shore pine	Rain forest	Radar	Grice	Kennedy
To get privacy/solitude.	53.4	68.1	77.8	83.2	69.0	85.9	74.4	68.7	81.5	71.1	71.9	68.2	64.4	43.3
To get away from it all.	70.0	80.9	86.7	93.1	77.7	79.6	90.7	86.3	87.7	80.2	73.0	82.6	76.3	76.7
To spend time with family/friends.....	69.5	63.4	69.0	66.4	70.0	68.0	78.6	70.3	58.4	65.8	59.5	65.4	50.8	90.0
For adventure/wilderness experience.....	59.9	72.9	74.3	77.3	60.8	76.8	73.2	71.6	76.9	70.3	79.7	69.6	59.3	33.4
To learn new skills.....	20.0	23.7	17.4	20.6	21.7	28.3	15.4	19.5	29.2	17.5	29.2	23.7	22.0	16.7
To challenge/test abilities.....	14.3	17.5	22.1	16.7	19.0	21.0	12.8	11.4	21.4	16.4	13.5	18.1	15.2	13.3
To meet new people.....	22.1	17.5	21.2	14.3	20.6	22.8	23.8	18.3	16.9	10.9	8.9	17.2	23.6	16.7
For physical exercise...	52.5	61.9	80.8	53.2	59.8	62.1	66.7	74.1	63.1	64.8	71.9	55.1	67.8	53.3
For learning.....	59.9	63.4	51.3	51.6	43.5	48.7	60.0	63.2	58.5	65.8	69.6	35.1	57.6	13.3

* Percentage of visitors who indicated this motive was "important" or "very important" for their trip that day.

Table 2. Success Criteria: Wickaninnish Centre Area

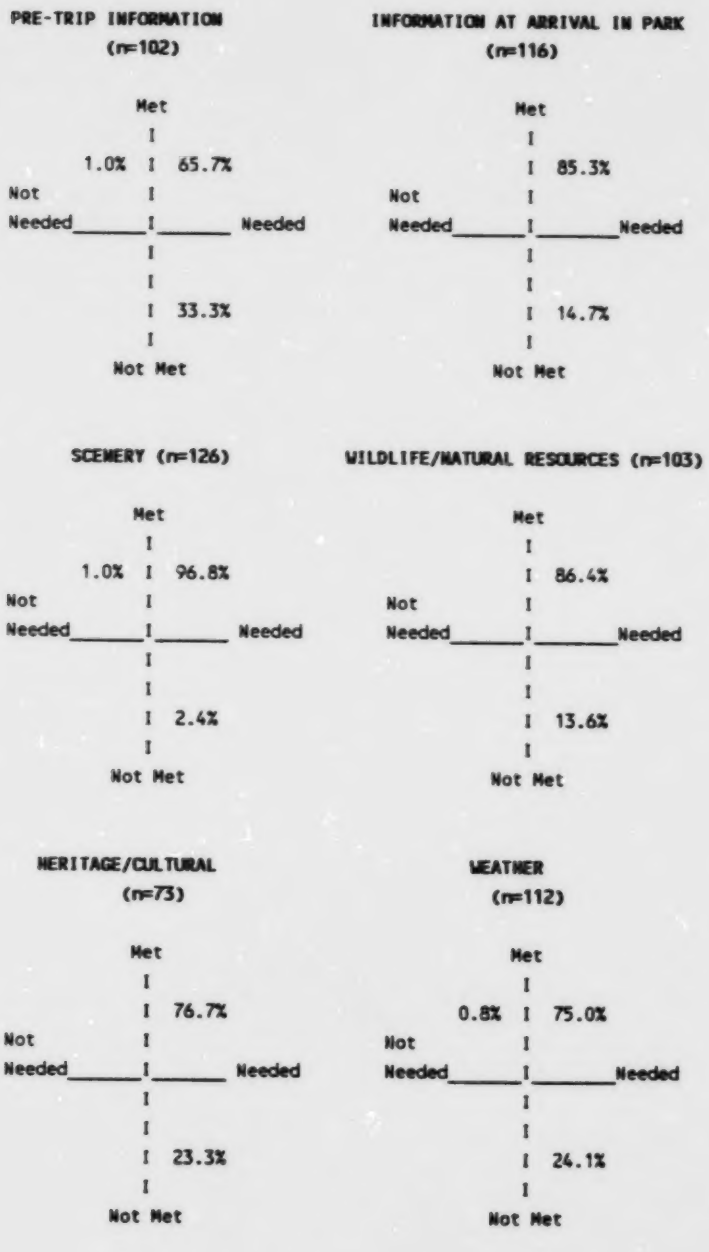


Table 3: Important "Success Criteria" For Visiting the Long Beach Unit of Pacivic Rim National Park

Success Criteria	Wick Centre	Wick Day	Schooner	Green point	Long BeachN	Long BeachS	Florencia	Combers	Goldmine	Shore pine	Rain forest	Radar	Grice	Kennedy
(sample size).....	(250)	(70)	(120)	(120)	(200)	(120)	(60)	(140)	(65)	(100)	(100)	(208)	(60)	(30)
Pretrip information														
n.....	102	15	39	62	64	59	27	40	40	44	27	90	32	27
Criteria met (%).....	65.7	73.3	51.3	61.3	58.3	45.8	66.7	85.0	72.5	68.2	81.5	64.4	78.1	14.8
Criteria not met (%)..	33.3	26.7	46.2	24.3	41.7	18.6	29.6	15.0	17.5	31.8	11.1	18.9	12.5	0.0
Information at arrival														
n.....	116	25	85	97	62	62	33	55	48	64	41	107	44	___
Criteria met (%).....	85.3	92.0	45.9	82.5	71.0	45.2	75.3	96.4	85.4	92.2	85.4	64.5	88.6	___
Criteria not met (%)..	14.7	4.0	10.6	5.2	27.4	21.0	21.3	3.6	10.4	7.8	12.2	12.1	4.5	___
Scenery														
n.....	126	25	110	101	87	82	37	71	50	88	52	128	54	___
Criteria met (%).....	96.8	92.0	55.0	88.1	92.0	57.3	94.6	98.6	89.3	95.5	90.4	76.7	92.6	___
Criteria not met (%)..	2.4	4.0	0.0	0.0	4.6	3.7	2.7	1.4	0.0	4.5	3.8	2.3	0.0	___
Wildlife/natural resources														
n.....	103	24	48	85	65	68	26	52	51	66	37	102	40	27
Criteria met (%).....	86.4	75.0	81.3	84.7	81.5	39.7	82.1	92.3	78.4	89.4	83.8	63.7	95.0	37.0
Criteria not met (%)..	13.6	12.5	16.7	2.4	18.5	14.7	14.3	7.7	13.7	7.8	8.1	10.8	2.5	0.0
Heritage/cultural														
n.....	73	11	24	41	35	37	17	20	25	27	17	54	16	___
Criteria met (%).....	76.7	36.4	41.7	70.7	34.3	29.7	76.5	68.2	72.0	41.7	82.4	44.4	50.5	___
Criteria not met (%)..	23.3	18.2	58.3	4.9	65.7	24.3	17.6	31.8	8.0	58.3	11.8	27.3	31.3	___
Weather														
n.....	112	28	58	91	79	77	34	63	48	73	41	118	45	21
Criteria met (%).....	75.0	53.6	77.6	75.8	58.2	45.5	76.5	92.1	75.0	84.9	73.3	61.1	80.0	52.2
Criteria not met (%)..	24.1	35.7	20.7	12.1	39.2	14.7	23.5	6.3	16.7	15.1	12.3	17.8	13.3	28.6
Water conditions														
n.....	70	14	37	65	70	59	27	30	29	34	27	68	27	18
Criteria met (%).....	75.7	71.4	81.1	70.8	43.2	40.7	77.8	90.0	69.0	85.3	66.7	51.5	74.1	66.6
Criteria not met (%)..	24.3	14.3	18.9	10.8	51.4	32.2	22.2	6.7	13.8	14.7	14.8	11.8	7.4	11.1
Untouched environment														
n.....	101	30	55	85	70	53	31	59	28	69	45	112	54	18
Criteria met (%).....	92.1	76.7	76.8	82.3	70.0	50.9	87.1	98.3	80.0	91.3	88.9	67.0	74.1	68.8
Criteria not met (%)..	7.9	10.0	21.8	5.9	28.6	11.4	12.9	1.7	6.7	7.2	6.7	10.7	0.0	62.5

"___" indicates where less than 10 people responded, so summery data not presented.

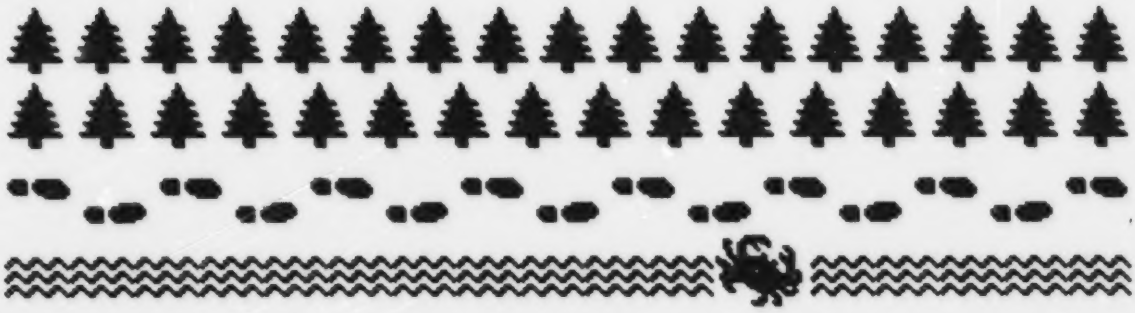
(Table 1 Continued)....

Table 3 (Continued): Important "Success Criteria" For Visiting the Long Beach Unit of Pacific Rim National Park

Success Criteria	Wick Centre	Wick Day	Schooner	Green point	Long BeachN	Long BeachS	Florencia	Combers	Goldmine	Shorepine	Rain forest	Radar	Grice	Kennedy
(sample size).....	(250)	(70)	(120)	(120)	(200)	(120)	(60)	(140)	(65)	(100)	(100)	(208)	(60)	(30)
Angling opportunities														
n.....	___	___	___	20	13	25	___	___	___	___	___	17	17	___
Criteria met (%).....	___	___	___	20.0	23.1	20.0	___	___	___	___	___	17.6	47.1	___
Criteria not met (%)..	___	___	___	20.0	69.2	36.0	___	___	___	___	___	35.3	23.5	___
Foul weather alternatives														
n.....	___	___	20.0	28	36	38	___	15	18	___	17	38	15	11
Criteria met (%).....	___	___	80.0	46.4	11.1	21.1	___	40.0	38.9	___	29.4	15.8	40.0	45.5
Criteria not met (%)..	___	___	46.2	21.1	83.3	50.0	___	60.0	38.9	___	70.6	65.8	40.0	36.4
Accomodation/camping														
n.....	94	22	52	91	78	57	32	43	41	53	38	89	39	12
Criteria met (%).....	80.9	72.7	63.5	73.6	55.1	42.1	75.0	86.0	80.5	83.0	73.7	64.0	66.7	58.3
Criteria not met (%)..	19.1	22.7	36.5	16.5	42.3	33.3	25.0	14.0	14.6	17.0	18.4	14.6	33.3	8.3
Friendly people														
n.....	100	22	39	79	52	69	41	42	39	53	30	101	38	18
Criteria met (%).....	96.0	72.7	84.6	82.3	80.8	49.3	61.0	90.5	84.6	98.1	90.0	65.3	94.7	66.7
Criteria not met (%)..	4.0	9.1	10.3	2.5	9.6	5.8	0.0	4.8	5.1	1.9	3.3	5.9	___	5.6
Food/restaurant														
n.....	103	17	37	50	56	61	27	44	36	51	28	92	29	11
Criteria met (%).....	91.3	52.9	81.1	76.0	30.4	41.0	88.9	77.3	86.1	98.0	85.7	62.0	75.9	63.6
Criteria not met (%)..	8.7	23.5	18.9	6.0	28.6	26.2	7.4	20.5	5.6	2.0	10.7	13.0	13.7	9.1
Education/interpretation														
n.....	81	13	19	63	24	37	14	23	23	37	30	60	26	___
Criteria met (%).....	86.4	38.5	42.1	79.4	58.3	29.7	85.7	69.6	73.9	89.2	83.3	45.0	65.4	___
Criteria not met (%)..	13.6	30.8	52.6	6.3	41.7	27.0	14.3	2.2	13.0	8.1	13.3	18.3	19.2	___
Unique local communities														
n.....	62	___	27	44	18	36	18	20	23	82	19	61	19	22
Criteria met (%).....	91.9	___	74.1	68.2	80.6	22.2	88.9	85.0	82.6	39.0	84.2	54.1	68.4	54.1
Criteria not met (%)..	6.5	___	18.5	9.1	16.1	19.4	5.6	10.0	0.0	0.0	5.3	4.9	10.5	4.9

"___" indicates where less than 10 people responded, so summary data not presented.

LONG BEACH UNIT
SURVEY ANALYSIS



WICKANINNISH DAY USE AREA

LONG BEACH UNIT

SURVEY RESULTS FOR WICKANINNISH DAY USE AREA

Introduction: The purpose of this report is to summarize the visitor survey data collected from a sample of 70 people who visited the Wickaninnish Day Use area during the summer of 1989. The results are displayed in the following tables, the highlights of which are discussed below.

Visitor Profile: As Table 1 indicates, about half the visitors to the Wickaninnish Day Use area reside in British Columbia, and nearly 8% are foreign tourists. Most of these visitors have selected Pacific Rim National Park as a main destination (46.0%), or as a planned stop (49.2%). The most important motives for visiting this area are as follows: "to get away from it all"; "for adventure/wilderness"; "for privacy/ solitude"; "to spend time with family/ friends"; "for learning"; and for "exercise/ fitness". It is important to compare this pattern with the responses of visitors to the Wickaninnish Centre area: these visitors did not attach the same level of importance to these motives, although the same motives are identified by both groups. The most important source of information people use to plan their trip is word of mouth (58.7%). This area attracts people of all ages, although when compared to the age profile of visitors to the Wickaninnish Centre area, there are are a greater proportion of people under the age of 11 years (24.9%) and between 25 and 34 years (29.5%). Compared to other parts of the Long Beach Unit, this area attracts a smaller number of people with significant physical disabilities (3.2%).

Trip Profile: Visitors to the Wickaninnish Day Use area stay for an average of 163.2 minutes, and participate in a number of activities (Table 2), the most popular of which include sunbathing (85.7%), visiting the Wickaninnish Centre (42.9%), walking on the beach (23.8%), and attending interpretive programs (20.6%). These people appear to visit a number of areas in the Long Beach Unit, and spend an average of $162.57 when in the area.

Visitor Satisfaction: Overall satisfaction was high (Table 3), and this was true also for people with disabilities, and for people who had selected the area as a main destination, a planned stop, or an unplanned stop. People were satisfied with all facilities and services, although some people were not satisfied with the cooking shelters (20%). Many people were not aware of the cougar signs (50.8%), the cooking shelters (25.4%), or the bulletin boards (17.5%).

Success Criteria: Visitors were asked to indicate what criteria were important to them for a successful trip to the area, and if these criteria were met on their trip. Visitor responses to both of these questions are displayed in Figure 4. For each type of criteria, it is apparent that the most satisfied responses are indicated in the upper right quadrant, and the least satisfied responses are represented in the lower right quadrant. Using this interpretation, it is apparent that these visitors were satisfied

with most aspects of their experience, although concerns are evident with regard to pre-trip information, weather, and accommodation. Non response to many of these items was quite high, so these results should be interpreted with caution.

Table 1. Visitor Profile: Wickaninnish Day Use

Origin:

British Columbia	55.6%
Alberta	11.1%
Sask, Manitoba	1.6%
Ontario, Quebec	12.7%
USA	4.8%
West Germany	3.2%

Type of Group:

Adults only	60.3%
Adults and children	34.9%
Organized group	0.0%
Other	3.5%

Age and Gender	-11	12-17	18-24	25-34	35-49	50-64	65+
Male....(%)..	12.1	4.7	1.0	18.1	12.8	4.7	6.0
Female..(%)..	12.8	4.7	3.0	11.4	10.1	4.7	5.4

Nature of Visit to Pacific Rim:

Main destinaiton	46.0%
Planned stop	49.2%
Unplanned stop	4.8%

Source of Information About Pacific Rim National Park:

Media	9.5%
Tourism Information Centre	3.2%
Word of Mouth	58.7%
N.P Information Centre	4.8%
Other	6.4%

Important Motives For Your Trip Today:

To get some privacy/solitude	68.1%
To get away from it all	80.9%
To spend time with family/ friends	63.4%
For adventure/wilderness experience	72.9%
To learn new skills	23.7%
To challenge/test abilities	17.5%
To meet new people	17.5%
For physical exercise/fitness	61.9%
For learning/intellectual stimulation	63.4%
Other	20.6%

Disabilities:

Mobility	1.6%
Hearing	1.6%
Visual	0.0%
Other	0.0%

Table 2. Trip Profile: Wickaninnish Day Use

Average length of stay in Wickaninnish Day Use... 163.2 minutes

Places visited in Long Beach Area:

Radar Hill Viewpoint	49.2%
Grice Bay	7.9%
Schooner Trail	9.5%
Long Beach North Day Use Area	50.8%
Long Beach South Day Use Area	42.9%
Greenpoint Campground	25.4%
Conmbers Beach	36.5%
Rain Forest Trail	26.9%
Florencia Bay Day Use Trail	23.8%
Shorepine Bog Trail	17.5%
Wickaninnish Centre Trail	57.1%
Wickaninnish Beach Day Use Trail	81.0%
Gold Mine Trail	15.9%
Kennedy Lake Trail	11.1%

Expenditures while visiting the area (averages):

Food and beverage	$ 77.42
Accomodation	$ 74.54
Recreation	$ 25.74
Transportation	$ 23.63
Other	$ 5.08
Total	$162.57

Overnight at National Park campground..... 8.1%

Activities:

Surfing	3.2%
Surf kayaking	1.6%
Walking on the beach	23.8%
Sunbathing	85.7%
Going tp restaurant	14.3%
Visiting Wickaninnish Centre	42.9%
Attending interpretive programs	20.6%
Beach bonfire	3.2%
Other	12.7%

Table 3. Visitor Satisfaction: Wickaninnish Day Use

Overall Satisfaction

Very Satisfied	65.1%
Satisfied	34.9%
Dissatisfied	0.0%
Very Dissatisfied	0.0%

Overall Satisfaction (Satisfied or Very Satisfied) by...

Main destination	98.8%
Planned stop	95.2%
Unplanned stop	100.0%
Mobility impaired	100.0%
Hearing impaired	100.0%
Visual impaired	100.0%
Other disability	100.0%

Facility and Service Satisfaction:	% Satisfied*	% Unaware
Access to beach	100.0%	0.0%
Pasrking area	96.8%	0.0%
Picnic opportunities	95.0%	3.2%
Cougar signs	94.7%	50.8%
Toilet facilities	100.0%	4.8%
Cooking shelters	80.0%	25.4%
Bulletin board information	100.0%	17.5%

* Indicates % "satisfied" and "very satisfied"

Perceptions of Crowding

Heavy	1.6%
Mediuim	9.7%
Light	87.5%

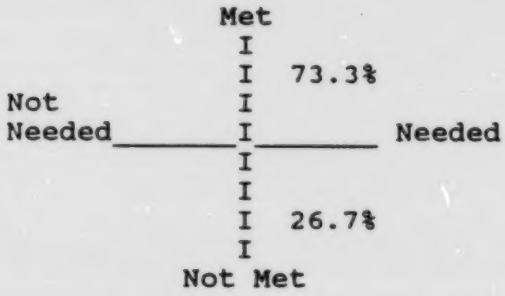
Awareness of water hazards..... 85.7%

How learned about water hazards

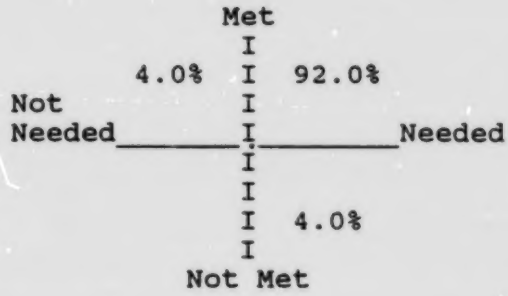
Park employees	3.2%
Park brochure	1.6%
Park signs	30.2%
Word of mouth	7.9%
Other	56.1%

Table 4. Success Criteria: Wickaninnish Day Use

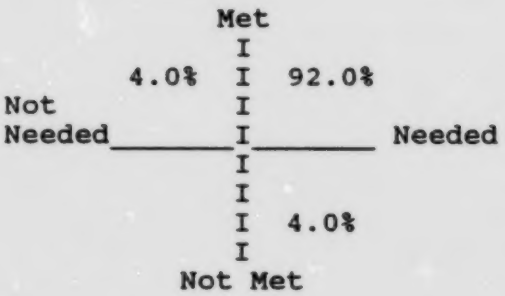
PRE-TRIP INFORMATION (n=15)



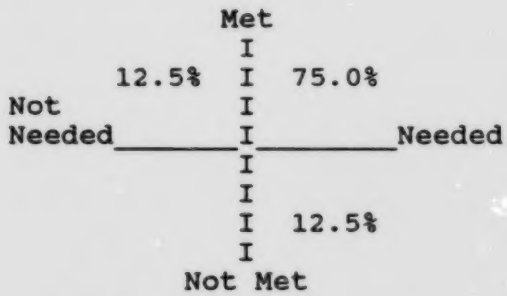
INFORMATION AT ARRIVAL IN PARK (n=25)



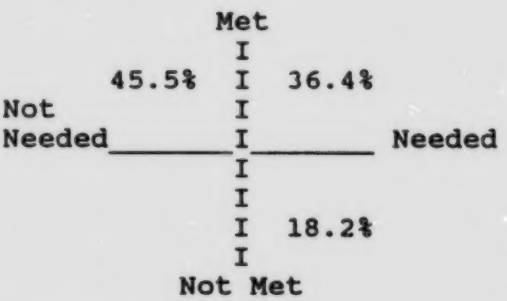
SCENERY (n=25)



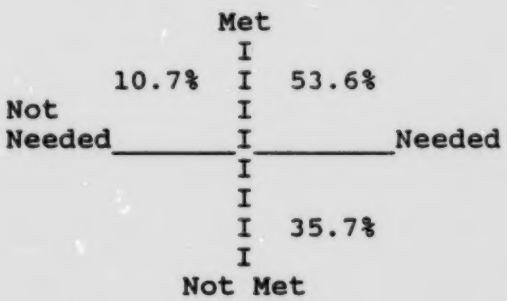
WILDLIFE/NATURAL RESOURCES (n=24)



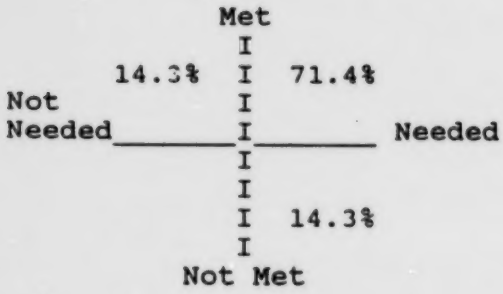
HERITAGE/CULTURAL (n=11)



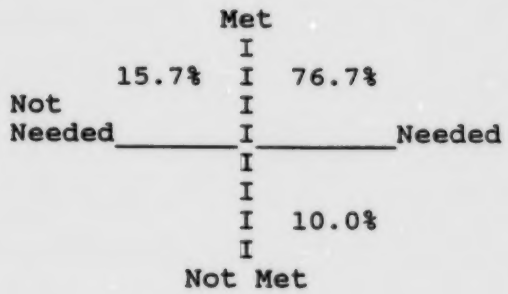
WEATHER (n=28)



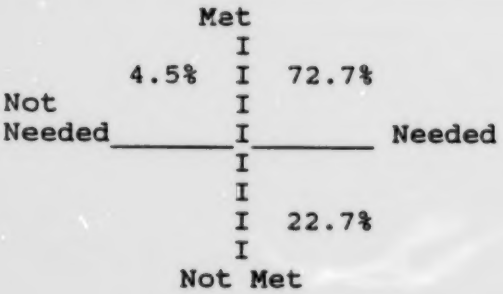
WATER CONDITIONS (n=14)



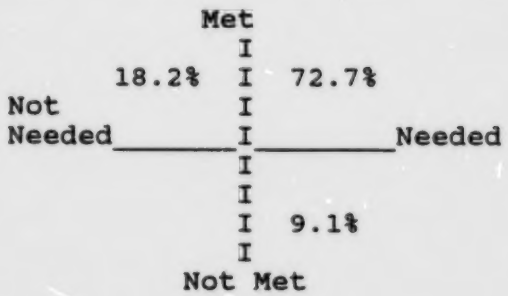
UNTOUCHED NATURAL ENVIRONMENT (n=30)



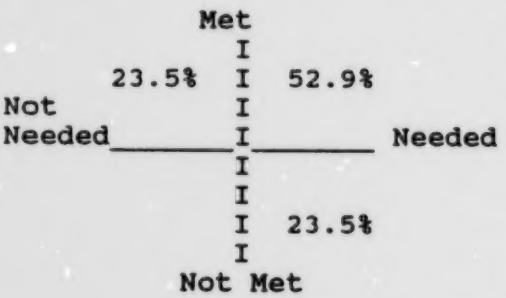
ACCOMODATION/CAMPING FACILITIES (n=22)



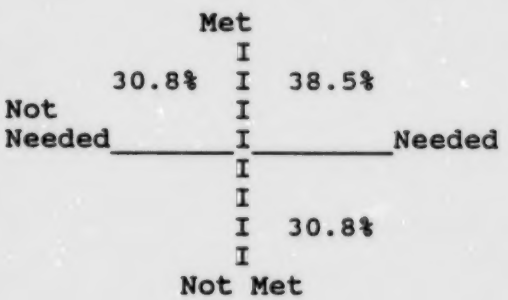
FRIENDLY PEOPLE (n=22)



FOOD/RESTAURANT (n=17)



EDUCATIONAL/INTERPRETATION (n=13)



SCHOONER TRAIL

LONG BEACH UNIT

SURVEY RESULTS FOR SCHOONER TRAIL

Introduction: The purpose of this report is to summarize the visitor survey data collected from a sample of 120 people who visited the Schooner Trail during the summer of 1989. The results are displayed in the following tables, along with a brief discussion provided below.

Visitor Profile: As indicated in Table 1, nearly 50% of the visitors to the Schooner area are residents of British Columbia, and about 17% of the visitors are foreign tourists. Most of these visitors have selected Pacific Rim National Park as a planned stop (49.6%), or as a main destination (43.4%). Word of mouth is the primary source (61%) people use to obtain information about the park. The motives people describe for visiting Schooner are somewhat different from the motives people identify for visiting other areas in the Long Beach Unit, although there are many similarities with motives people describe for visiting Greenpoint. The most important motives for visiting Schooner include the following: "to get away from it all", "for physical fitness", for privacy/solitude", and for "adventure/wilderness". Compared to Long Beach North, each of these motives are much more important for people visiting Schooner. However, participation by age is similar to other locations in the Long Beach Unit.

Trip Profile: Visitors to this area are split almost exactly between dayusers and overnight campers. Most people do some hiking in this area (88.5%), and a smaller number participate in interpretive programs. These people also tended to visit many other areas in the Long Beach Unit. During their stay in the Long Beach area, these people spent an average per group of $157.20.

Visitor Satisfaction: Nearly all visitors were either very satisfied or satisfied with their experience, including people who have physical disabilities; and people who have selected Schooner as a planned stop, an unplanned stop, or as a main destination. Visitors were satisfied with the services and facilities at Schooner; but many visitors (24.8%) were not aware of interpretive opportunities.

Success Criteria: Visitors were asked to indicate what criteria were important to them for a successful trip to the Schooner Trail Area, and if these criteria were met (Table 4). It is important to examine responses in each quadrant. For example, with regard to pretrip information, 51.3% of the sample said this was an important criteria, and the criteria was met (these visitors were "satisfied" with pre trip information); whereas 46.2% of the visitors said that pretrip information was important, but this criteria was not met (unsatisfied). Using this interpretation, many visitors are concerned with pretrip information, heritage/cultural resources, weather,and interpretive opportunities. However it is important to note that since response rates were low for several of these items, these results need to be interpreted with caution.

Table 1. Visitor Profile: Schooner

Origin:

British Columbia	47.8%
Alberta	7.1%
Sask, Manitoba	1.8%
Ontario, Quebec	15.9%
USA	8.9%
U.K.	1.8%
West Germany	6.2%

Type of Group:

Adults only	69.1%
Adults and children	26.5%
Organized group	0.9%
Other	2.7%

Age and Gender	-11	12-17	18-24	25-34	35-49	50-64	65+
Male	4.9	3.9	3.0	16.1	10.8	7.2	2.6
Female	7.5	3.3	6.6	13.8	9.8	6.9	3.6

Nature of Visit to Pacific Rim:

Main Destination	43.4%
Planned Stop	49.6%
Unplanned Stop	7.1%

Source of Information About Pacific Rim National Park:

Media	7.1%
Tourism Information Centre	6.2%
Word of Mouth	61.1%
N.P Information Centre	0.9%
Other	11.5%

Important Motives For Your Trip Today:

To get some privacy/solitude	77.8%
To get away from it all	86.7%
To spend time with family/ friends	69.0%
For adventure/ wilderness experience	74.3%
To learn new skills	17.4%
To challenge/ test abilities	22.1%
To meet new people	21.2%
For physical exercise/fitness	80.8%
For learning/intellectual stimulation	51.3%
Other	15.0%

Disabilities:

Mobility	3.5%
Hearing	2.7%
Visual	0.9%
Other	0.0%

Table 2. Trip Profile: Schooner

Places visited in Long Beach Area:

Radar Hill Viewpoint	46.9%
Grice Bay	13.3%
Schooner Trail	91.2%
Long Beach North Day Use Area	51.3%
Long Beach South Day Use Area	41.6%
Greenpoint Campground	26.5%
Conmbers Beach	37.2%
Rain Forest Trail	30.1%
Florencia Bay Day Use Trail	19.5%
Shorepine Bog Trail	9.7%
Wickaninnish Centre Trail	35.4%
Wickaninnish Beach Day Use Trail	30.1%
Gold Mine Trail	14.2%
Kennedy Lake Trail	7.1%

Expenditures while visiting the area (averages):

Food and beverage	$ 63.26
Accomodation	$ 60.62
Recreation	$ 17.06
Transportation	$ 25.50
Other	$ 3.24
Total	$157.20

Camper/day use ratio:

Campers	50.4%
Day Use	49.6%

Activities:

Hiking	88.5%
Interpretive programs	12.4%

Table 3. Visitor Satisfaction: Schooner

Overall Satisfaction

Very Satisfied	62.8%
Satisfied	35.4%
Dissatisfied	0.0%
Very Dissatisfied	0.9%

Overall Satisfaction (Satisfied or Very Satisfied) by...

Main destination	100.0%
Planned stop	98.2%
Unplanned stop	100.0%
First visit	98.6%
Repeat visitor	78.6%
Mobility impaired	100.0%
Hearing impaired	100.0%
Visual impaired	100.0%
Other disability	----

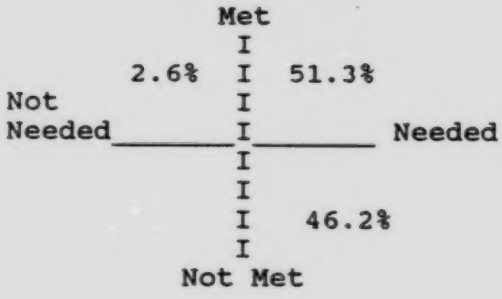
Facility and Service Satisfaction	% Satisfied	% Unaware
Camping opportunities	93.8%	0.9%
Trail to Schooner	96.4%	0.0%
Bulletin board information	94.1%	6.2%
Toilets	85.6%	0.9%
Parking area	90.7%	0.0%
Interpretive services	100.0%	24.8%

Perceptions of Crowding:

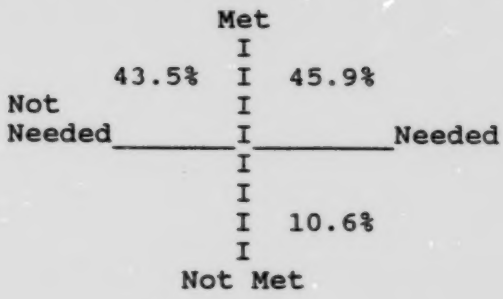
Heavy	13.3%
Medium	32.7%
Light	51.3%

Table 4. Success Criteria: Schooner

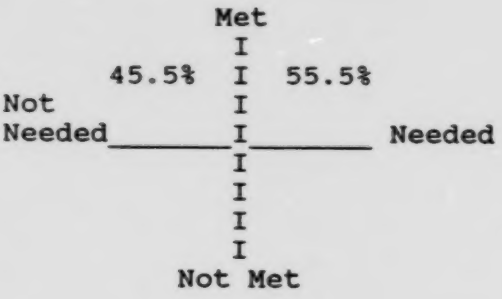
PRE-TRIP INFORMATION (n=39)



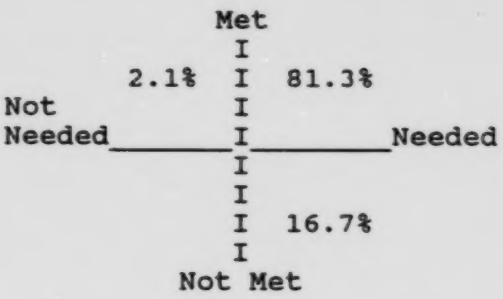
INFORMATION AT ARRIVAL IN PARK (n=85)



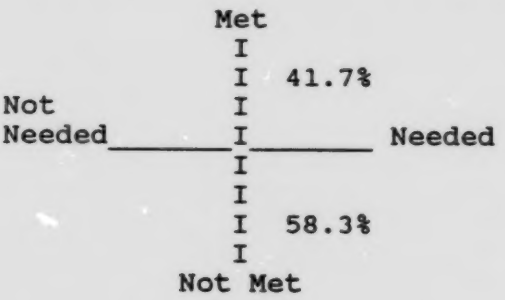
SCENERY (n=110)



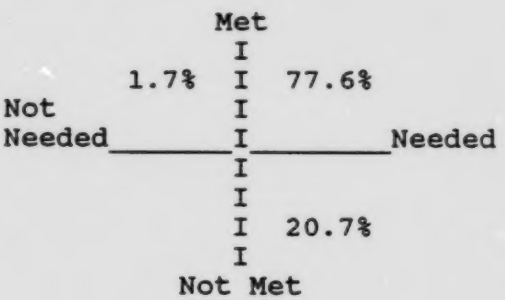
WILDLIFE/ NATURAL RESOURCES (n=48)



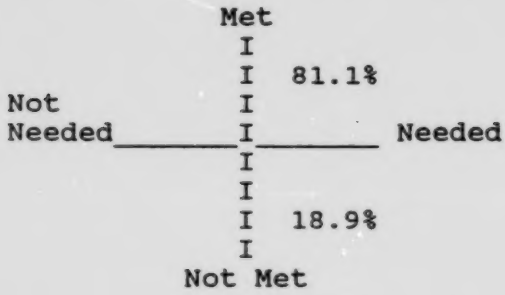
HERITAGE/CULTURAL (n=24)



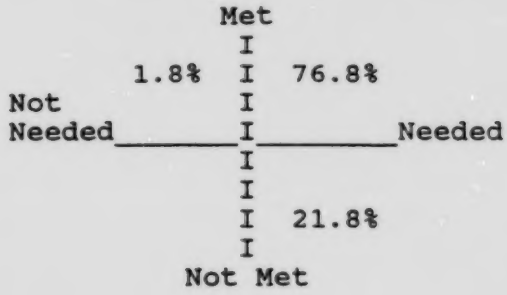
WEATHER (n=58)



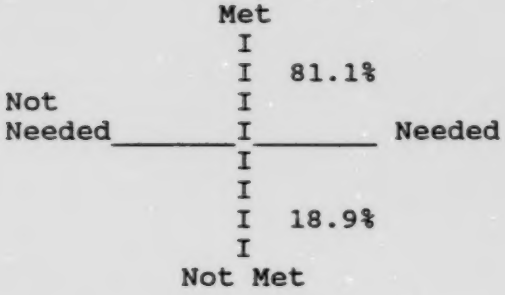
WATER CONDITIONS (n=37)



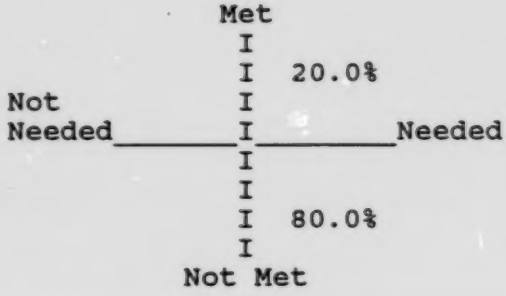
UNTOUCHED NATURAL ENVIRONMENT (n=55)



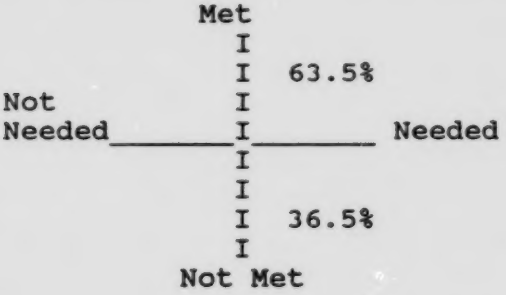
ANGLING OPPORTUNITIES (n=8)



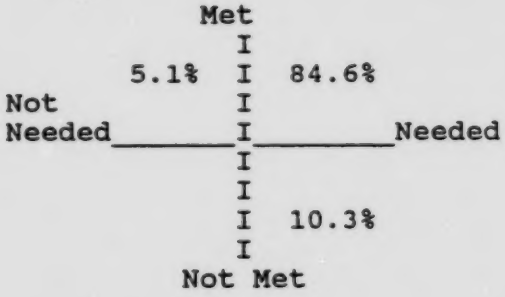
FOUL WEATHER ALTERNATIVES (n=25)



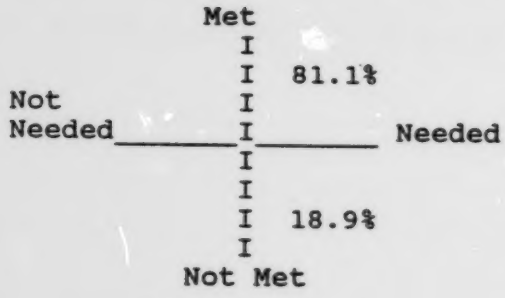
ACCOMODATION/CAMPING FACILITIES (n=52)



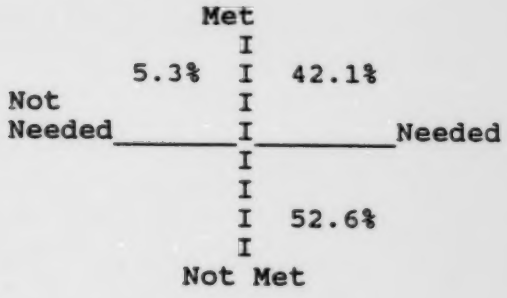
FRIENDLY PEOPLE (n=39)



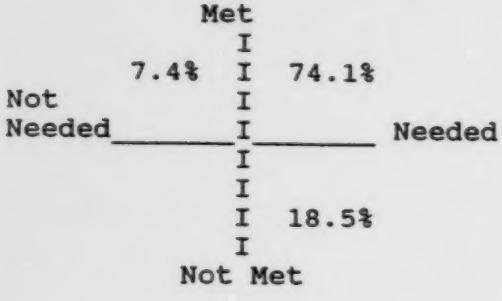
FOOD/RESTAURANT (n=37)



EDUCATIONAL/INTERPRETATION (n=19)



UNIQUE LOCAL COMMUNITIES (n=27)



GREENPOINT CAMPGROUND AREA

LONG BEACH UNIT

SURVEY RESULTS FOR GREENPOINT CAMPGROUND AREA

Introduction: The purpose of this report is to summarize the visitor survey data collected from a sample of 120 people who visited the Greenpoint Campground area during the summer of 1989. The results are displayed in the following tables, the highlights of which are discussed below.

Visitor Profile: As Table 1 indicates, about half the visitors to the Greenpoint Campground area reside in British Columbia , and nearly 20% are foreign tourists. Most of these visitors have selected Pacific Rim National Park as a main destination (53.4%), or as a planned stop (38.8%). The most important motives for visiting this area are as follows: "to get away from it all"; "for privacy/solitude"; and for "adventure/wilderness". Compared to visitors to most other areas in the Long Beach Unit, these motives are of more importance to visitors in this Greenpoint area. The most important source of information people use to plan their trip is word of mouth (77.7%). This area attracts people of all ages, as well as a number of people with significant physical disabilities (13.2%).

Trip Profile: About half of the visitors interviewed were actually camping at Greenpoint (Table 2). Hiking, sunbathing, watching sea lions, , attending theater programs, and picnicking are popular activities. These visitors spend an average per group of $232.79 in the Long Beach area.

Visitor Satisfaction: Overall satisfaction was high (Table 3), and this was true also for people with disabilities, and for people who had selected the area as a main destination or as a planned stop. Satisfaction levels were not as high for people whose stay was unplanned. People were satisfied with all facilities and services, although many people were unaware of interpretive opportunities (10.3%), or of the sea lion sign (19%). Most visitors did not perceive crowding to be a major problem.

Success Criteria: Visitors were asked to indicate what criteria were important to them for a successful experience in Greenpoint area, and if this criteria had been met. The interpretation of visitor responses to these two items is displayed in Table 4. It is important to note each of the four quadrants. For example, with regard to pretrip information, 61.3% of the sample felt that this factor was important, and it had been met (ie. they were satisfied); whereas 24.2% felt this was an important factor, but it was not met for them (ie they were unsatisfied). Using this kind of interpretation, it is apparent that visitors to the Greenpoint area were satisfied with most of these criteria, with the exception of pretrip information, angling opportunities, and foul weather opportunities. Interpretation of some of these results need to be viewed with caution, where the indicated response level to the item was low.

Table 1. Visitor Profile: Greenpoint

Origin:

British Columbia	52.6%
Alberta	17.2%
Sask, Manitoba	2.6%
Ontario, Quebec	6.0%
USA	7.0%
U.K.	4.3%
West Germany	6.0%

Type of Group:

Adults only	62.3%
Adults and children	32.8%
Organized group	0.0%
Other	0.9%

Age and Gender	-11	12-17	18-24	25-34	35-49	50-64	65+
Male....(%)..	11.0	5.1	3.0	11.0	12.5	8.4	1.5
Female..(%)..	6.3	4.8	5.4	9.6	14.9	4.5	2.1

Nature of Visit to Pacific Rim:

Main Destination	53.4%
Planned Stop	38.8%
Unplanned Stop	6.9%

Source of Information About Pacific Rim National Park:

Media	13.8%
Tourism Information Centre	6.4%
Word of Mouth	77.7%
N.P Information Centre	1.1%
Other	1.1%

Important Motives For Your Trip Today:

To get some privacy/solitude	83.2%
To get away from it all	93.1%
To spend time with family/ friends	66.4%
For adventure/wilderness experience	77.3%
To learn new skills	20.6%
To challenge/test abilities	16.7%
To meet new people	14.3%
For physical exercise/fitness	53.2%
For learning/intellectual stimulation	51.6%
Other	15.1%

Disabilities:

Mobility	3.4%
Hearing	0.9%
Visual	0.9%
Other	3.4%

Table 2. Trip Profile: Greenpoint

Places visited in Long Beach Area:

Radar Hill Viewpoint	53.9%
Grice Bay	24.1%
Schooner Trail	28.4%
Long Beach North Day Use Area	61.2%
Long Beach South Day Use Area	56.0%
Greenpoint Campground	81.0%
Conmbers Beach	47.4%
Rain Forest Trail	38.8%
Florencia Bay Day Use Trail	25.0%
Shorepine Bog Trail	23.3%
Wickaninnish Centre Trail	66.4%
Wickaninnish Beach Day Use Trail	45.7%
Gold Mine Trail	22.4%
Kennedy Lake Trail	15.5%

Expenditures while visiting the area (averages):

Food and beverage	$ 79.11
Accomodation	$ 64.22
Recreation	$ 36.00
Transportation	$ 45.01
Other	$ 7.51
Total	$232.79

Stayed at National Park campground..... 47.3%

Activities (n=116):

Camping	68.1%
Picnicking	40.5%
Hiking	76.7%
Sunbathing	50.9%
Whale Watching	18.1%
Sea Lion Watching	59.5%
Attending Theatre Programs	43.1%
Attending other interpretive programs	21.6%
Other	18.1%

Table 3. Visitor Satisfaction: Greenpoint

Overall Satisfaction

Very Satisfied	72.4%
Satisfied	22.4%
Dissatisfied	1.7%
Very Dissatisfied	0.0%

Overall Satisfaction (Satisfied or Very Satisfied) by...

Main destination	100.0%
Planned stop	97.7%
Unplanned stop	87.5%
Mobility impaired	100.0%
Hearing impaired	100.0%
Visual impaired	100.0%
Other disability	100.0%

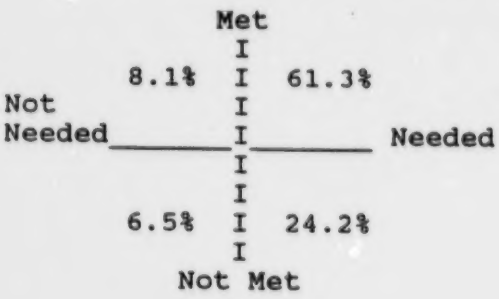
Perceptions of Crowding:

Heavy	7.8%
Medium	30.2%
Light	52.6%

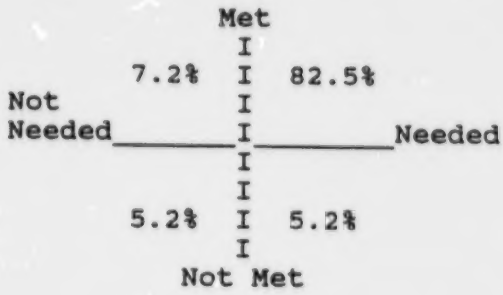
Facility and Service Satisfaction	% Satisfied	% Unaware
Quality of campground	98.8%	0.0%
Capacity of campground	74.7%	0.0%
Trail to beach	94.3%	0.0%
Sea lion sign	96.9%	19.0%
Telescope	84.0%	4.3%
Theatre programs	92.0%	4.3%
Other interpretaiton programs	91.2%	12.1%
Information on bulletin board	98.4%	10.3%
Toilet facilities	81.8%	0.0%
Parking area	87.0%	0.0%

Table 4. Success Criteria: Greenpoint

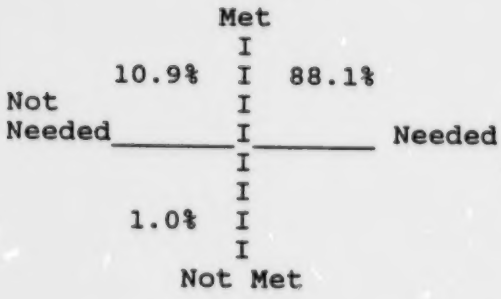
PRE-TRIP INFORMATION (n=62)



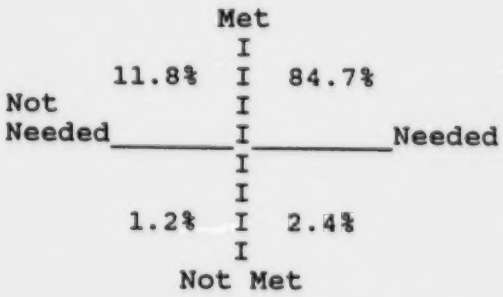
INFORMATION AT ARRIVAL IN PARK (n=97)



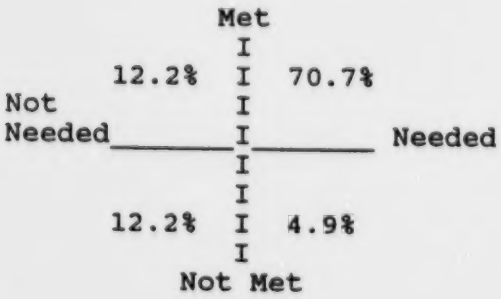
SCENERY (n=101)



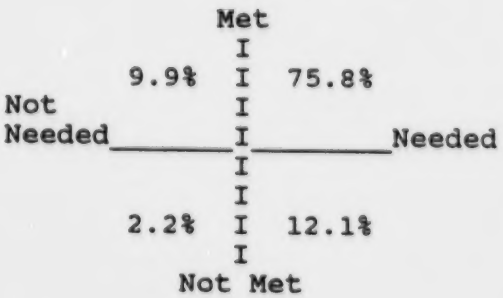
WILDLIFE/NATURAL RESOURCES (n=85)



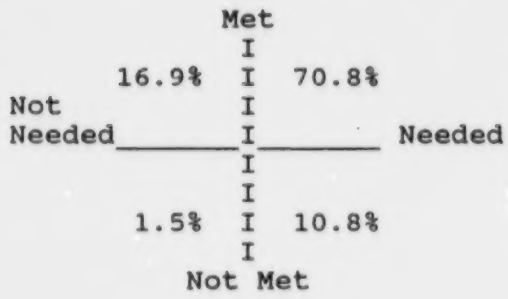
HERITAGE/CULTURAL (n=41)



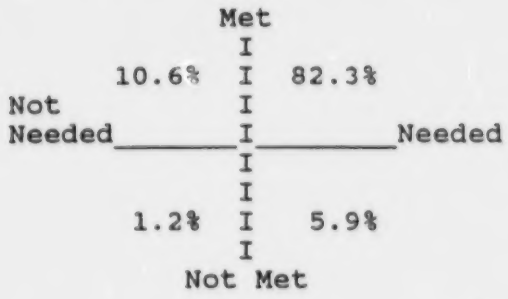
WEATHER (n=91)



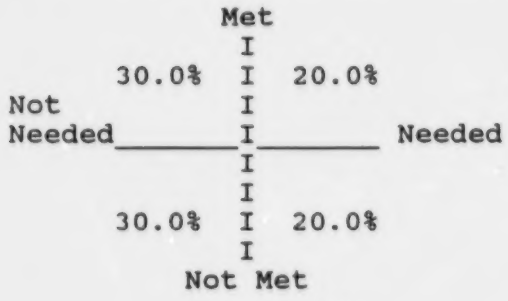
WATER CONDITIONS (n=65)



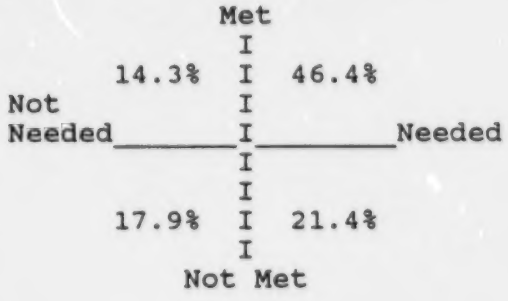
UNTOUCHED NATURAL ENVIRONMENT (n=85)



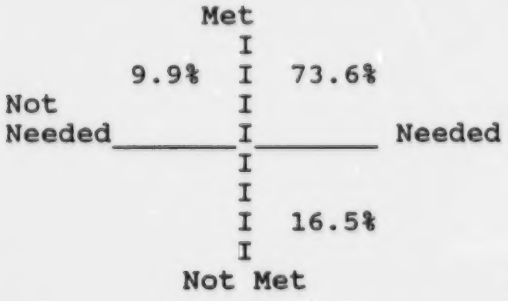
ANGLING OPPORTUNITIES (n=20)



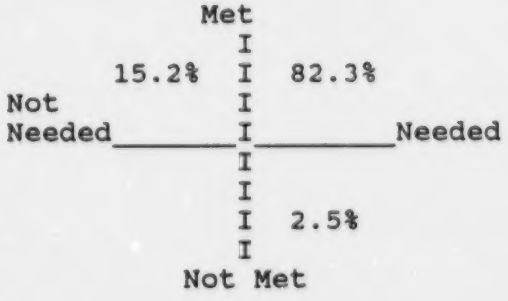
FOUL WEATHER ALTERNATIVES (n=28)



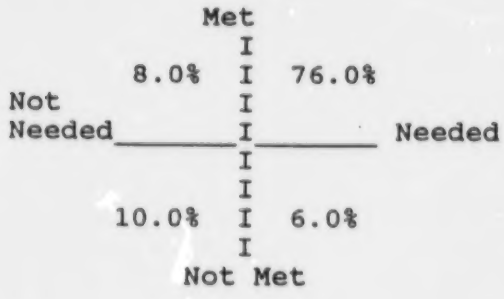
ACCOMODATION/CAMPING FACILITIES (n=91)



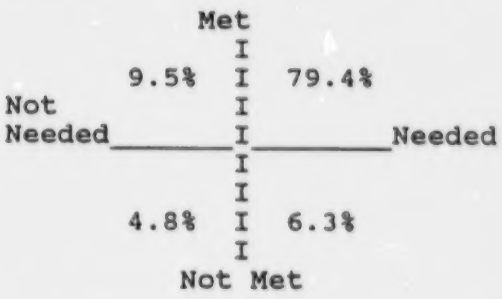
FRIENDLY PEOPLE (n=79)



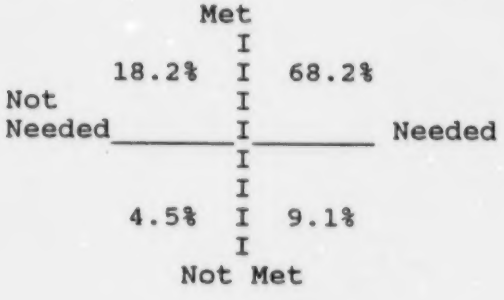
FOOD/RESTAURANT (n=50)



EDUCATIONAL/INTERPRETATION (n=63)



UNIQUE LOCAL COMMUNITIES (n=44)



LONG BEACH UNIT

SURVEY RESULTS FOR LONG BEACH NORTH

Introduction: The purpose of this report is to summarize the visitor survey data collected from a sample of 200 people who visited the Long Beach North area during the summer of 1989. The results are displayed primarily in tabular form, with brief comments provided below.

Visitor Profile: As Table 1 indicates, over two-thirds of these visitors reside in British Columbia, and about 6% are foreign visitors. Most of these people have selected Pacific Rim National Park as a main destination (48.4%), or as a planned stop (39.1%). People describe a number of motives for visiting this area, the most important of which appear to be as follows: "to get away from it all"; "to spend time with family/friends"; "for privacy"; and for adventure/wilderness experience". The area attracts people of all ages, although not nearly as many seniors (over 65 years) visit this area, as compared to the Wickaninnish area. About 8.1% of these visitors have a significant physical disability. Word of mouth is the main source of information about this area for most visitors.

Trip Profile: Most people visited this area to walk on the beach or sunbathe (Table 2). Many people also read the whale sign or were whale watching. Most of these visitors planned to visit or had visited other destinations within the Long Beach Unit, and 9.2% were camping in the park. Total visitor expenditures in the park area were estimated at $169.78 per group.

Visitor Satisfaction: Virtually all visitors to Long Beach North were satisfied with their experience (Table 3), although some concerns were raised about the toilet facilities, and picnic facilities. Although satisfaction levels were very high for the interpretive programs, a large number of visitors (48.4%) were unaware of interpretive programs available at Long Beach North. Very few people expressed serious concerns about crowding. Overall satisfaction was high for people with disabilities, and for people visiting as a planned or unplanned stop.

Success Criteria: Visitors were asked to indicate what criteria were important to them for a successful trip to Radar Hill, and if these criteria were met on their visit. The interpretation of visitor responses to these questions is provided in Table 4. It is important in this table to consider the responses in each quadrant. For example, with regard to pre trip information, 58.3% of the visitors felt this was needed (important), and had this need met (satisfied). However, 41.7% of the visitors felt that pre trip information was needed but not met (unsatisfied). Therefore the proportion of satisfied visitors is represented in the upper right quadrant, and the proportion of unsatisfied visitors is represented in the lower right quadrant. With this in mind, it is apparent that many people were not satisfied with many aspects of their experience. However, it is important to note that the response levels to these questions varies considerably from the

overall sample size of 200, so it is likely that some of these concerns are not representative of the sample, or the population of visitors.

Table 1. Visitor Profile: Long Beach North

Origin:

British Columbia	69.6%
Alberta	11.4%
Sask, Manitoba	1.1%
Ontario, Quebec	5.4%
Rest of Canada	0.5%
USA	2.2%
U.K.	1.6%
West Germany	2.2%

Type of Group:

Adults only	68.5%
Adults and children	27.7%
Organized group	1.1%
Other	0.5%

Age and Gender	-11	12-17	18-24	25-34	35-49	50-64	65+
Male	7.9	3.5	4.2	12.3	11.6	6.3	5.2
Female	8.8	1.8	4.6	10.5	12.7	6.1	4.4

Nature of Visit To Pacific Rim:

Main destination	48.4%
Planned Stop	39.1%
Unplanned Stop	12.0%

Source of Information About Pacific Rim National Park:

Media	9.2%
Tourism Information Centre	2.7%
Word of Mouth	54.3%
N.P Information Centre	1.6%
Other	11.4%

Important Motives For Your Trip Today:

To get some privacy/solitude	69.0%
To get away from it all	77.7%
To spend time with family/ friends	70.0%
For adventure/ wilderness experience	60.8%
To learn new skills	21.7%
To challenge/ test abilities	19.0%
To meet new people	20.6%
For physical exercise/fitness	59.8%
For learning/intellectual stimulation	43.5%
Other	20.1%

Disabilities:

Mobility	1.6%
Hearing	2.7%
Visual	1.6%
Other	2.2%

Table 2. Trip Profile: Long Beach North

Average length of stay at Long Beach North..... 124 minutes

Places visited in Long Beach Area

Radar Hill Viewpoint	54.9%
Grice Bay	25.5%
Schooner Trail	28.8%
Long Beach North Day Use Area	83.7%
Long Beach South Day Use Area	42.9%
Greenpoint Campground	29.3%
Combers Beach	40.8%
Rain Forest Trail	29.3%
Florencia Bay Day Use Area	22.8%
Shorepine Bog Trail	16.3%
Wickaninnish Centre Trail	47.8%
Wickaninnish Beach Day Use Area	39.1%
Gold Mine Trail	14.7%
Kennedy Lake	18.5%

Expenditures while visiting the area (averages)

Food and beverage	$ 77.25
Accommodation	$ 71.68
Recreation	$ 29.39
Transportation	$ 30.06
Other	$ 6.58
Total	$169.78

Overnight in National Park Campground.....9.2%

Activities (sample of 46)

Surfing	7.1%
Windsailing	0.[illegible]%
Surfkayaking	2.7%
Walking on Beach	88.6%
Sunbathing	27.7%
Reading Whale Signs	33.2%
Attending Interpretive Programs	3.8%
Attending Surf-safety Demonstrations	0.0%
Whale Watching	6.5%
Beach Bonfire	5.4%

Table 3. Visitor Satisfaction: Long Beach North

Overall Satisfaction

Very Satisfied	67.4%
Satisfied	29.3%
Dissatisfied	1.1%
Very Dissatisfied	0.0%

Overall Satisfaction (Satisfied or Very Satisfied) by...

Main destination	98.8%
Planned stop	100.0%
Unplanned stop	100.0%
Mobility impaired	100.00%
Hearing impaired	100.00%
Visual impaired	----
Other disability	100.00%

Facility and Service Satisfaction	% Satisfied*	% Unaware
Access to beach	96.7%	0.5%
Picnic opportunities	87.5%	8.7%
Information of bulletin board	94.1%	10.3%
Toilet facilites	87.9%	8.2%
Parking area	96.1%	1.6%
Interpretive programs	95.9%	48.4%

* % satisfied out of those who were aware or used the facility

Perception of Crowding

Heavy	3.3%
Medium	19.0%
Light	75.0%

Knowledge of Water Hazards

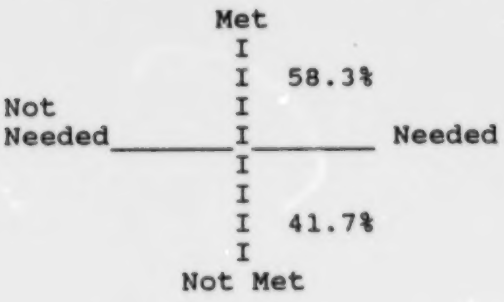
Yes	88.0%
No	10.9%

How Learned About Hazards

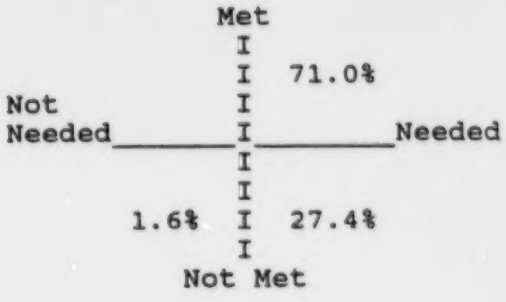
Park Employees	0.5%
Park Brochures	6.0%
Park Signs	19.6%
Word of Mouth	13.0%
Other	60.9%

Table 4. Success Criteria: Long Beach North

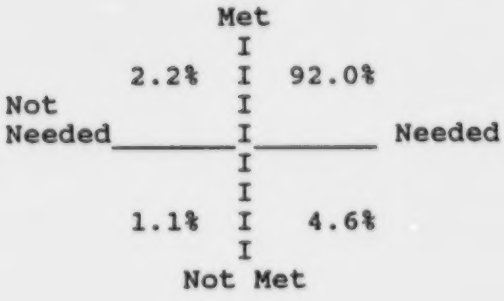
PRE-TRIP INFORMATION (n=64)



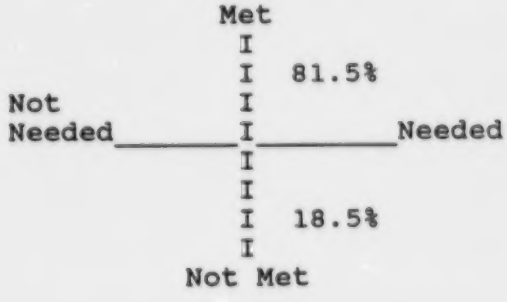
INFORMATION AT ARRIVAL IN PARK (n=62)



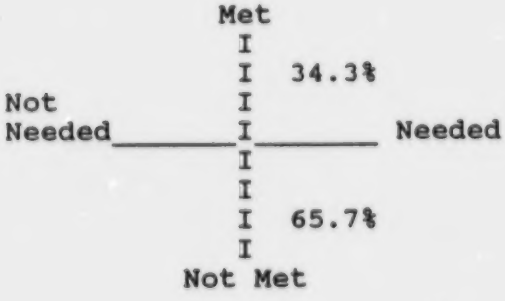
SCENERY (n=87)



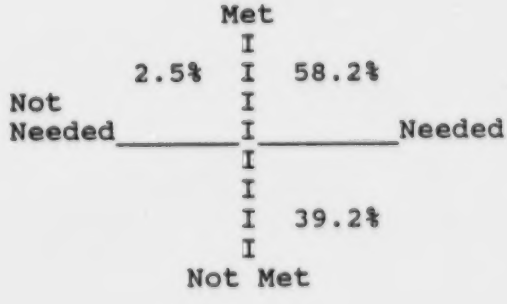
WILDLIFE/ NATURAL RESOURCES (n=65)



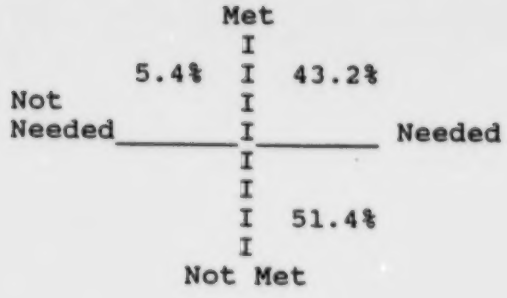
HERITAGE/CULTURAL (n=35)



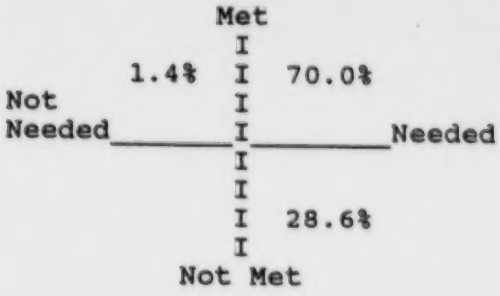
WEATHER (n=79)



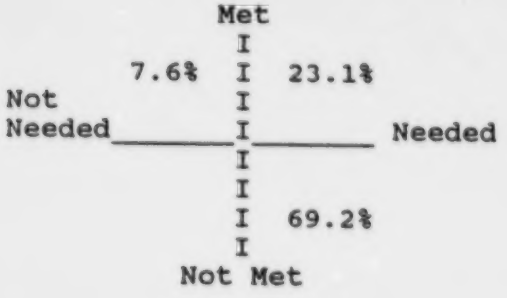
WATER CONDITIONS (n=70)



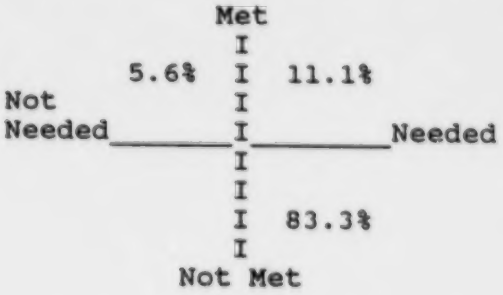
UNTOUCHED NATURAL ENVIRONMENT (n=70)



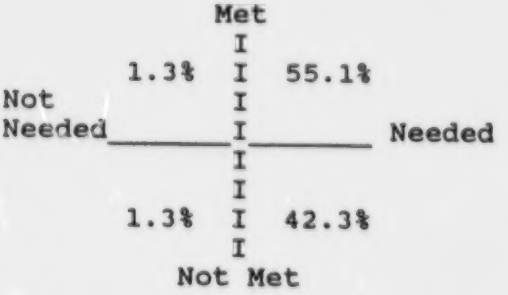
ANGLING OPPORTUNITIES (n=13)



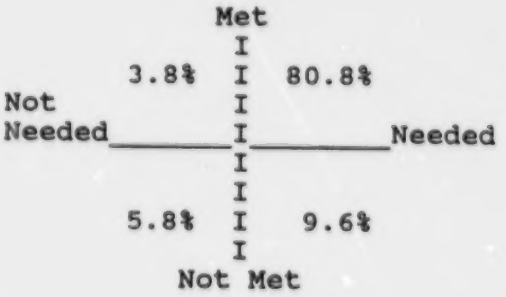
FOUL WEATHER ALTERNATIVES (n=36)



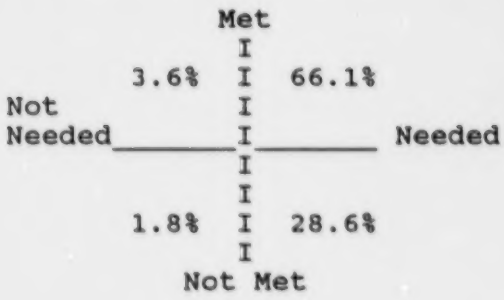
ACCOMMODATION/CAMPING FACILITIES (n=78)



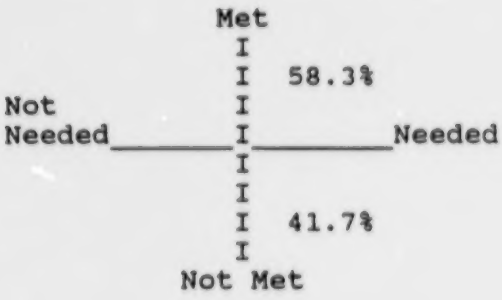
FRIENDLY PEOPLE (n=52)



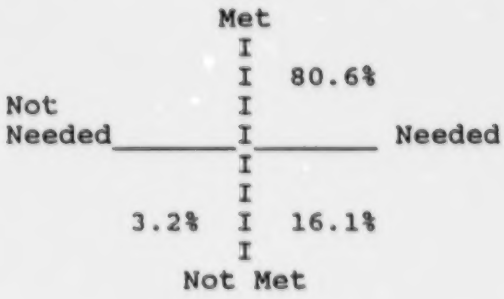
FOOD/RESTAURANT (n=56)



EDUCATIONAL/INTERPRETATION (n=24)



UNIQUE LOCAL COMMUNITIES (n=18)



LONG BEACH SOUTH

LONG BEACH UNIT

SURVEY RESULTS FOR LONG BEACH SOUTH

Introduction: The purpose of this report is to summarize the visitor survey data collected from a sample of 120 people who visited the Long Beach South area during the summer of 1989. The results are displayed primarily in tabular form.

Visitor Profile: As Table 1 indicates, over half of these visitors reside in British Columbia, but 17.5% are foreign visitors. Most of these visitors have selected Pacific Rim as their main destination (40.0%), or as a planned stop (46.7%). Motives for visiting Long Beach South vary slightly when compared with people sampled in the Long Beach North area. Visitors to Long Beach South attach a greater importance to "privacy/ solitude", and "adventure/wilderness"; but less importance to "meeting new people". The area attracts people of all ages, as well as a small number of people who report having a significant physical disability (5%).

Trip Profile: Most people visit this area to explore the beach (90.0%), and a smaller proportion sunbathe (21.7%) or build bonfires (17.5%). The average length of visit to Long Beach South is 135 minutes, and many of these people visited other parts of the park. About 10% attended a surf safety demonstration. Average visitor expenditures in the park area were estimated at $213.54 per group.

Visitor Satisfaction: Nearly all visitor were satisfied or very satisfied with their visit to Long Beach South (Table 3). This includes people with physical disabilities; and people whose visit was planned , unplanned, or as a main destination. Satisfaction was high for all facilities and services, although a surprisingly high proportion of visitors were unaware of the availability of interpretive services. Very few people perceived crowding to be a major problem.

Success Criteria: Visitors were asked to indicate what criteria were important to them for a successful trip to Long Beach South, and if these criteria were met on their visit. The interpretation of visitor responses to these questions is provided in Table 4. It is important in this table to consider the responses in each quadrant. For example, with regard to pre trip information, 45.8% of the visitors felt this was needed (important), and had this need met (satisfied). However, 18.6% of the visitors felt that pre trip information was needed but not met (unsatisfied). Therefore the interpretation of this table suggests that the proportion of satisfied visitors is represented in the upper right quadrant, and the proportion of unsatisfied visitors is represented in the lower right quadrant. With this in mind, it is apparent that many people were not satisfied with some aspects of their experience: information at arrival in the park, heritage, cultural resources, weather, water conditions, foul weather alternatives, accommodation, and angling opportunities. However, it is important to note that response levels to these items are low, so these results should be interpreted with caution.

Table 1. Visitor Profile: Long Beach South

Origin:

British Columbia	56.7%
Alberta	10.0%
Sask, Manitoba	1.7%
Ontario, Quebec	6.7%
USA	6.7%
U.K.	2.5%
West Germany	8.3%

Type of Group:

Adults only	80.0%
Adults and children	19.0%
Organized group	1.0%

Age and Gender	-11	12-17	18-24	25-34	35-49	50-64	65+
Male....(%)....	2.8	1.4	4.6	16.0	9.4	9.8	7.6
Female..(%)....	3.0	1.6	4.8	9.6	12.6	10.5	6.4

Nature of Visit To Pacific Rim:

Main destination	40.0%
Planned Stop	46.7%
Unplanned Stop	12.5%

Source of Information About Pacific Rim National Park:

Media	8.3%
Tourism Information Centre	9.2%
Word of Mouth	64.2%
N.P Information Centre	0.8%
Other	17.5%

Important Motives For Your Trip Today:

To get some privacy/solitude	85.9%
To get away from it all	79.6%
To spend time with family/ friends	68.0%
For adventure/ wilderness experience	76.8%
To learn new skills	28.3%
To challenge/ test abilities	21.0%
To meet new people	22.8%
For physical exercise/fitness	62.1%
For learning/intellectual stimulation	48.7%
Other	19.2%

Disabilities:

Mobility	1.7%
Hearing	1.7%
Visual	0.8%
Other	0.8%

Table 2. Trip Profile: Long Beach South

Average length of stay at Long Beach South.....135.0 minutes

Places visited in Long Beach Area

Radar Hill Viewpoint	45.8%
Grice Bay	15.8%
Schooner Trail	18.3%
Long Beach North Day Use Area	45.8%
Long Beach South Day Use Area	73.3%
Greenpoint Campground	12.5%
Combers Beach	33.3%
Rain Forest Trail	29.2%
Florencia Bay Day Use Area	22.5%
Shorepine Bog Trail	18.3%
Wickaninnish Centre Trail	42.5%
Wickaninnish Beach Day Use Area	41.7%
Gold Mine Trail	15.3%
Kennedy Lake	10.9%

Expenditures while visiting the area (averages)

Food and beverage	$ 83.10
Accommodation	$ 77.18
Recreation	$ 26.09
Transportation	$ 37.00
Other	$ 5.41
Total	$213.54

Overnight in National Park Campground..... 2.5%

Activities (n=120):

Surfing	5.0%
Windsailing	0.0%
Surfkayaking	0.0%
Walking on Beach	90.0%
Sunbathing	21.7%
Attending Interpretive Programs	0.0%
Attending Surf-safety Demonstrations	10.0%
Whale Watching	2.5%
Beach Bonfire	17.5%
Other	4.2%

Table 3. Visitor Satisfaction: Long Beach South

Overall Satisfaction

Very Satisfied	44.2%
Satisfied	41.7%
Dissatisfied	3.3%
Very Dissatisfied	0.0%

Overall Satisfaction (Satisfied or Very Satisfied) by...

Main destination	95.6%
Planned stop	95.9%
Unplanned stop	100.0%
Mobility impaired	100.00%
Hearing impaired	100.00%
Visual impaired	100.00%
Other disability	100.00%

Facility and Service Satisfaction	% Satisfied*	% Unaware
Access to beach	100.0%	0.0%
Picnic opportunities	93.2%	1.7%
Information of bulletin board	93.8%	8.3%
Toilet facilites	92.1%	3.3%
Parking area	97.7%	0.0%
Interpretive programs	93.1%	51.7%

* % satisfied out of those who were aware or used the facility

Perception of Crowding

Heavy	3.3%
Medium	6.7%
Light	87.5%

Knowledge of Water Hazards

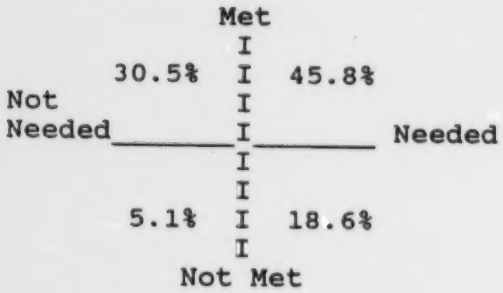
Yes	90.8%
No	9.2%

How Learned About Hazards

Park Employees	0.8%
Park Brochures	3.3%
Park Signs	25.0%
Word of Mouth	15.0%
Other	55.9%

Table 4. Success Criteria: Long Beach South

PRE-TRIP INFORMATION (n=59)



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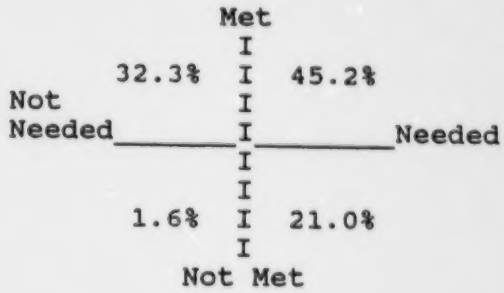
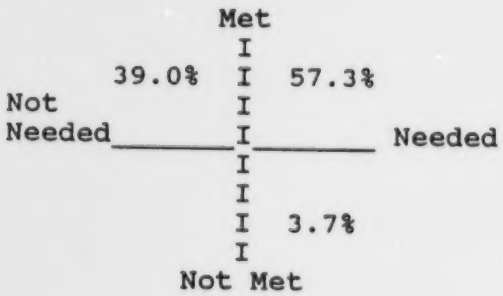
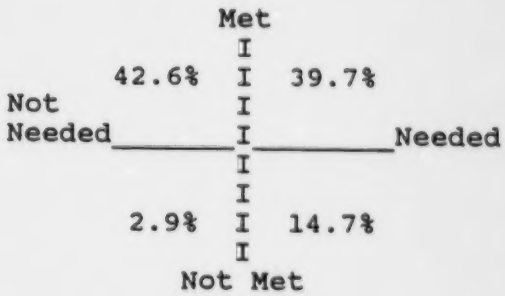


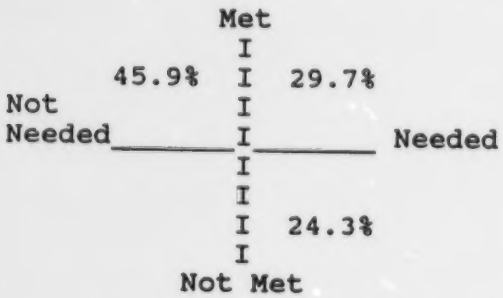
SCENERY (n=82)



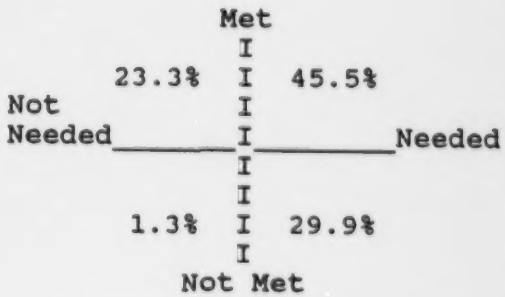
WILDLIFE/ NATURAL RESOURCES (n=68)



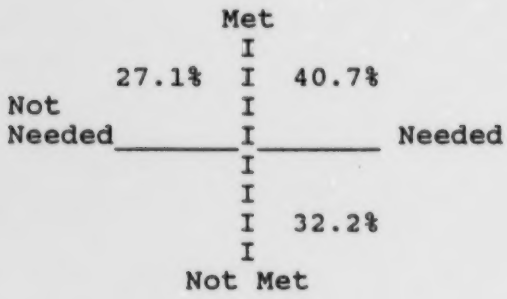
HERITAGE/CULTURAL (n=37)



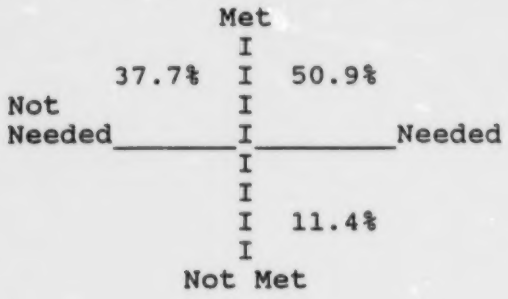
WEATHER (n=77)



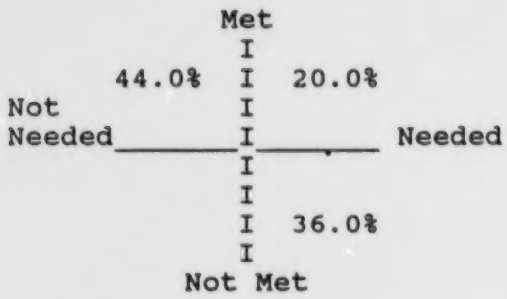
WATER CONDITIONS (n=59)



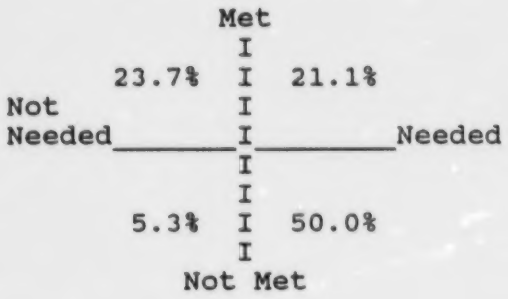
UNTOUCHED NATURAL ENVIRONMENT (n=53)



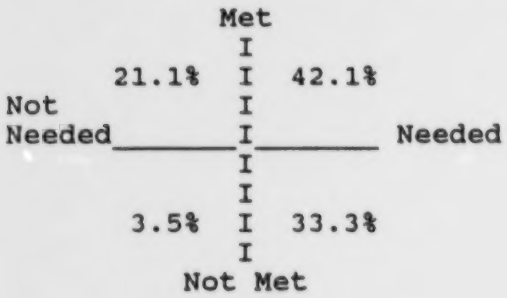
ANGLING OPPORTUNITIES (n=25)



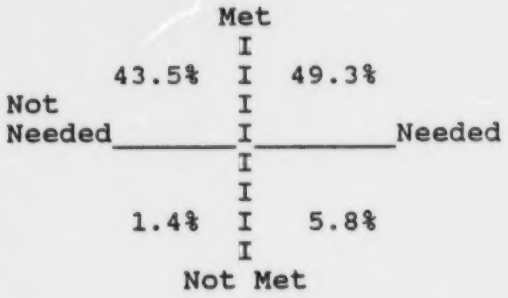
FOUL WEATHER ALTERNATIVES (n=38)



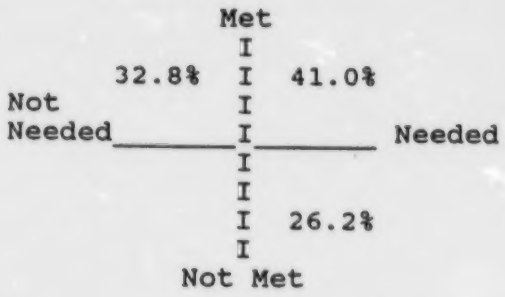
ACCOMMODATION/CAMPING FACILITIES (n=57)



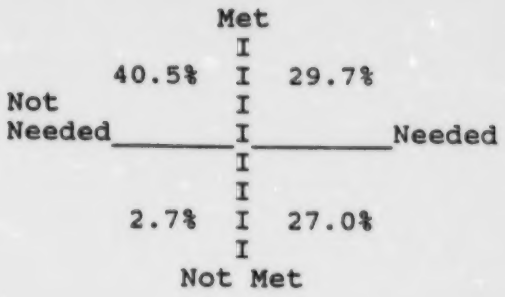
FRIENDLY PEOPLE (n=69)



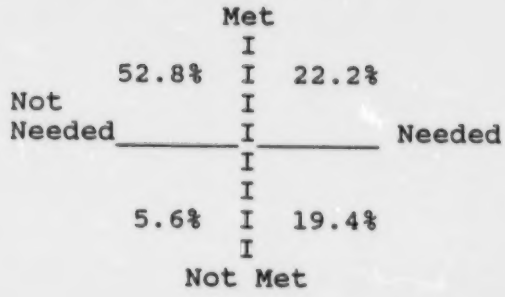
FOOD/RESTAURANT (n=61)



EDUCATIONAL/INTERPRETATION (n=37)



UNIQUE LOCAL COMMUNITIES (n=36)



FLORENCIA BAY DAY USE AREA

LONG BEACH UNIT

SURVEY RESULTS FOR FLORENCIA BAY DAY USE AREA

Introduction: The purpose of this report is to summarize the visitor survey data collected from a sample of 60 people who visited the Florencia Bay Day Use area during the summer of 1989. The results are displayed in the following tables, the highlights of which are discussed below.

Visitor Profile: As Table 1 indicates, about half the visitors to the Florencia Bay area reside in British Columbia , and nearly 11% are foreign tourists. Most of these visitors have selected Pacific Rim National Park as a main destination (52.2%), or as a planned stop (39.1%). The most important motives for visiting this area are as follows: "to get away from it all"; "to spend time with family and friends"; "privacy/solitude"; and "for adventure/wilderness". The most important source of information people use to plan their trip is word of mouth (63.0%). This area attracts people of all ages, as well as a number of people with significant physical disabilities (15.2%).

Trip Profile: Most people (78.1%) visit this area to walk on the beach, and most read the "wreck of the Valencia" sign (Table 2). There is a high participation in other beach related activities as well. People spend an average of 131.5 minutes in the area, and also visit many other sites in the Long Beach Unit. They spend an average of $288.00 per group in the Long Beach area.

Visitor Satisfaction: Overall satisfaction was high (Table 3), and this was true also for people with disabilities, and for people who had selected the area as a main destination, a planned stop, or an unplanned stop. People were satisfied with all facilities and services, although many people (31.7%) were not satisfied with the trail access to the beach.

Success Criteria: Visitors were asked to indicate what criteria were important to them for a successful trip to the Florencia Bay area, and if this criteria had been met. The interpretation of visitor responses to these two items is displayed in Table 4. It is important to note each of the four quadrants. For example, with regard to pretrip information, 66.7% of the sample felt that this factor was important, and it had been met (ie. they were satisfied); whereas 29.6% felt this was an important factor, but it was not met for them (ie they were unsatisfied). Using this kind of interpretation, it is apparent that visitors to the Florencia Bay area were satisfied with these criteria, although concerns were expressed with regard to pretrip information at arrival in the park, weather, water conditions, and accommodations. Responses to angling opportunities and foul weather opportunities were not reported because the number of responses to these items was too small to make accurate inferences regarding all visitors.

Table 1. Visitor Profile: Florencia

Origin:

British Columbia	56.6%
Alberta	13.0%
Ontario, Quebec	15.2%
USA	4.4%
West Germany	2.2%
Foreign	4.3%

Type of Group:

Adults only	76.1%
Adults and children	21.7%
Organized group	0.0%
Other	0.0%

Age and Gender	-11	12-17	18-24	25-34	35-49	50-64	65+
Male	11.4	3.5	5.3	10.5	10.5	7.0	4.4
Female	6.1	3.5	1.8	14.9	11.4	6.1	3.3

Nature of Visit To Pacific Rim:

Main destination	52.2%
Planned Stop	39.1%
Unplanned Stop	8.7%

Source of Information About Pacific Rim National Park:

Media	8.7%
Tourism Information Centre	8.7%
Word of Mouth	63.0%
N.P Information Centre	0.0%
Other	19.6%

Important Motives For Your Trip Today:

To get some privacy/solitude	74.4%
To get away from it all	90.7%
To spend time with family/ friends	78.6%
For adventure/ wilderness experience	73.2%
To learn new skills	15.4%
To challenge/ test abilities	12.8%
To meet new people	23.8%
For physical exercise/fitness	66.7%
For learning/intellectual stimulation	60.0%
Other	17.4%

Disabilities:

Mobility	6.5%
Hearing	2.2%
Visual	2.2%
Other	4.3%

Table 2. Trip Profile: Florencia

Average length of stay at Florencia.....131.5 minutes

Places visited in Long Beach Area

Radar Hill Viewpoint	43.5%
Grice Bay	30.4%
Schooner Trail	30.4%
Long Beach North Day Use Area	69.6%
Long Beach South Day Use Area	54.3%
Greenpoint Campground	30.4%
Combers Beach	54.3%
Rain Forest Trail	34.8%
Florencia Bay Day Use Area	87.0%
Shorepine Bog Trail	30.4%
Wickaninnish Centre Trail	69.6%
Wickaninnish Beach Day Use Area	71.7%
Gold Mine Trail	17.4%
Kennedy Lake	13.0%

Expenditures while visiting the area (averages)

Food and beverage	$ 98.50
Accommodation	$ 89.60
Recreation	$ 42.70
Transportation	$ 53.70
Other	$ 10.90
Total	$288.00

Overnight in National Park Campground.....4.3%

Activities (sample of 46)

Surfing	6.5%
Surfkayaking	0.0%
Walking on Beach	78.1%
Sunbathing	28.3%
Picnicking	32.1%
Reading "Wreck of the Florencia" Sign	78.3%
Hiking the Wickaninnish Trail	23.9%

Table 3. Visitor Satisfaction: Florencia

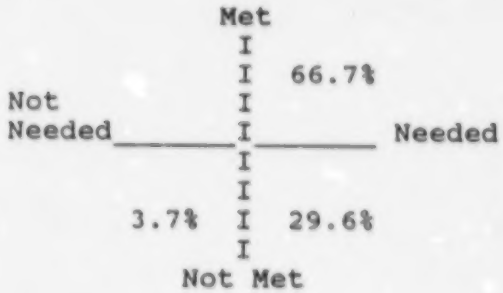
Overall Satisfaction	
Very Satisfied	76.1%
Satisfied	21.7%
Dissatisfied	0.0%
Very Dissatisfied	0.0%
Overall Satisfaction (Satisfied or Very Satisfied) by...	
Main destination	100.00%
Planned stop	100.0%
Unplanned stop	100.0%
Mobility impaired	100.00%
Hearing impaired	100.00%
Visual impaired	100.00%
Other disability	100.00%

Facility and Service Satisfaction	% Satisfied*	% Unaware
Access to parking lot	97.8%	0.0%
Picnic facilites	95.2%	8.7%
Toilet facilites	86.2%	4.3%
Wreck of Florencia sign	97.7%	0.0%
Viewpoint	100.0%	2.2%
Trail access to beach	68.3%	0.0%

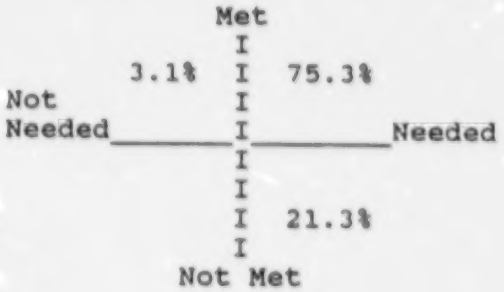
* % satisfied out of those who were aware or used the facility

Table 4. Success Criteria: Florencia

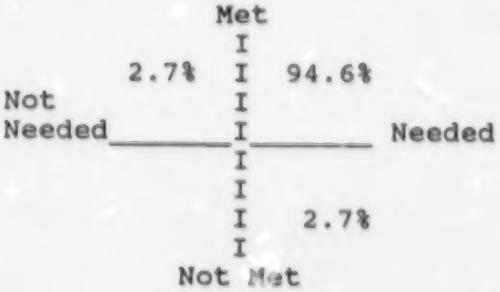
PRE-TRIP INFORMATION (n=27)



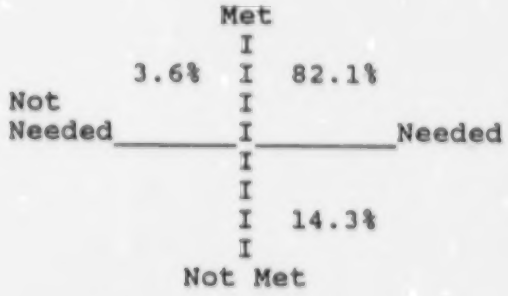
INFORMATION AT ARRIVAL IN PARK (n=33)



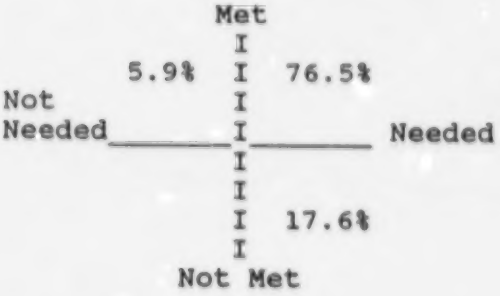
SCENERY (n=37)



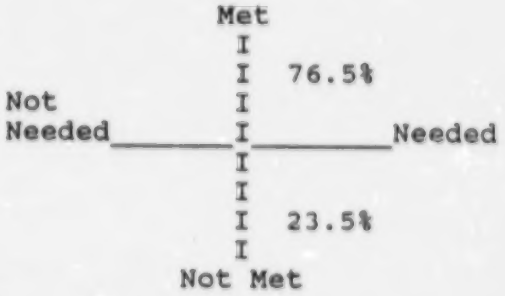
WILDLIFE/ NATURAL RESOURCES (n=26)



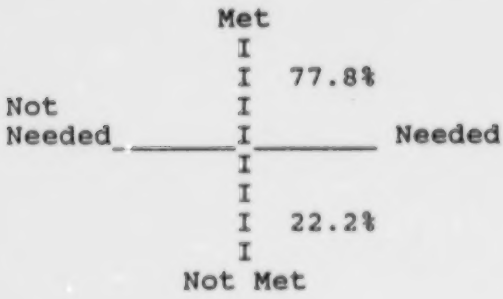
HERITAGE/CULTURAL (n=17)



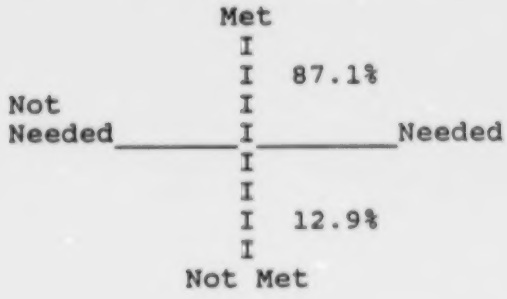
WEATHER (n=34)



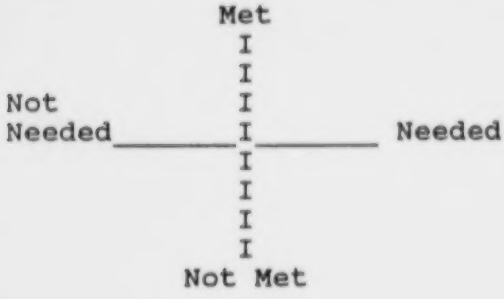
WATER CONDITIONS (n=27)



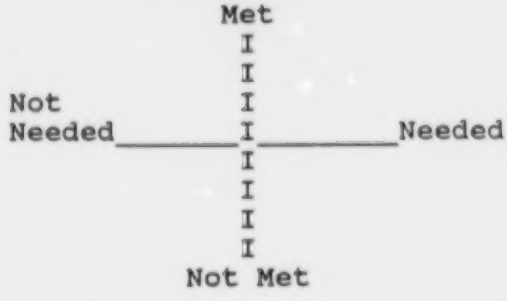
UNTOUCHED NATURAL ENVIRONMENT (n=31)



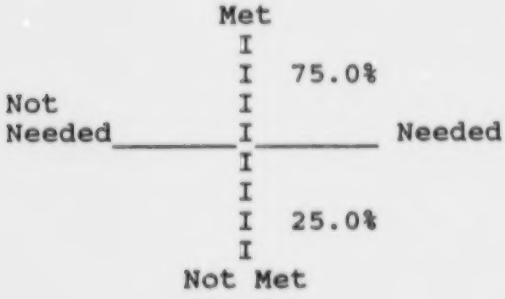
ANGLING OPPORTUNITIES (n=4)



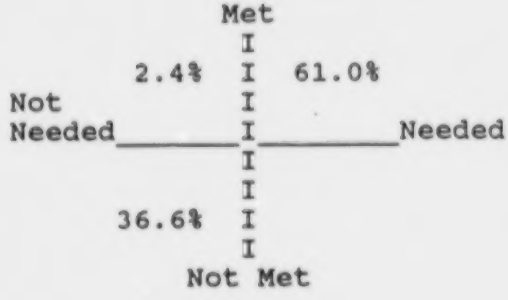
FOUL WEATHER ALTERNATIVES (n=9)



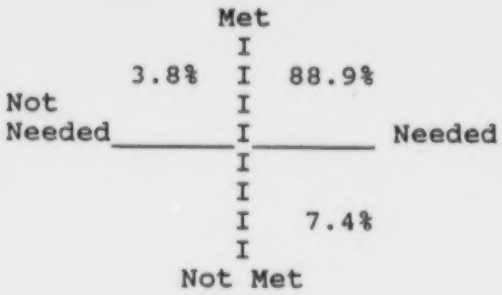
ACCOMMODATION/CAMPING FACILITIES (n=32)



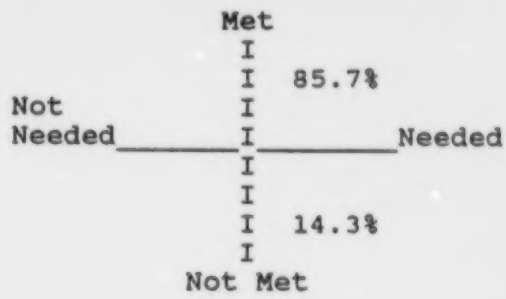
FRIENDLY PEOPLE (n=41)



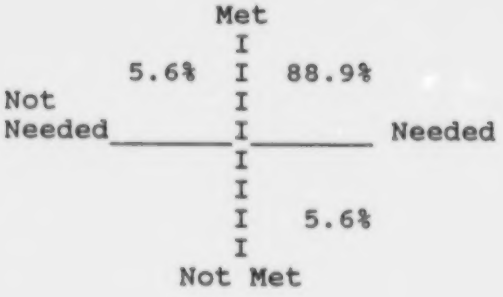
FOOD/RESTAURANT (n=27)



EDUCATIONAL/INTERPRETATION (n=14)



UNIQUE LOCAL COMMUNITIES (n=18)



COMBERS BEACH

LONG BEACH UNIT

SURVEY RESULTS FOR COMBERS BEACH

Introduction: The purpose of this report is to summarize the visitor survey data collected from a sample of 140 people who visited the Combers Beach area during the summer of 1989. The results are displayed in the following tables, along with a brief discussion provided below.

Visitor Profile: As Table 1 indicates, nearly half of the visitors to this area reside in British Columbia, but a large proportion (29.1%) are foreign tourists. Most of these visitors have selected Pacific Rim as a main destination (35.9%), or as a planned stop (48.1%). The most important motives for visiting the area are as follows: "to get away from it all", "for physical exercise", "for adventure/wilderness", and "to spend time with family/friends". The area attracts people of all ages, with a particularly large number between 25-34, and under 11 years.

Trip Profile: Visitors to this area participate in a variety of activities (Table 2). As well as beach walking (91.6%), many people visit this area to watch sea lions (49.6%), to picnic (40.6%), to sunbathe (19.8%), or to hike the Spruce Fringe Trail (19.1%). The average length of stay in the area is 2 hours and 36 minutes. Many of the people who visit Combers Beach also visit other parts of the Long Beach Unit. While visiting the Long Beach area, these people spend an average of $201.68 per group.

Visitor Satisfaction: Nearly all visitors were satisfied with their experience at Combers Beach, including people with disabilities and people whose visit was planned, unplanned, or as a main destination (Table 3). Visitors were satisfied with all services and facilities; however many people were not aware of the Spruce Fringe Trail. Very few people perceived crowding to be a problem.

Success Criteria: Visitors were asked to indicate what criteria were important to them for a successful trip to Combers Beach, and if these criteria were met. The interpretation of visitor responses to these two items is provided in Table 4. It is important to examine the responses in each quadrant. For example, with regard to pre-trip information, all respondents said this was important, but 85% said this criteria was met (satisfied group); whereas 15% said this criteria was not met (unsatisfied group). Therefore, it is apparent that there are some concerns regarding heritage/cultural resources and foul weather opportunities. However, it is important to note that response to these items was low, so these results must be viewed with caution.

Table 1. Visitor Profile: Combers Beach

Origin:

British Columbia	47.3%
Alberta	9.9%
Sask, Manitoba	3.1%
Ontario, Quebec	6.1%
USA	17.6%
U.K.	6.9%
West Germany	4.6%

Type of Group:

Adults only	71.3%
Adults and children	18.6%
Organized group	0.0%
Other	10.1%

Age and Gender	-11	12-17	18-24	25-34	35-49	50-64	65+
Male....(%)..	12.9	1.0	9.3	15.0	10.0	9.3	3.6
Female..(%)..	10.7	9.3	5.0	7.9	1.4	2.1	2.9

Nature of Visit to Pacific Rim:

Main Destination	35.9%
Planned Stop	48.1%
Unplanned Stop	13.7%

Source of Information About Pacific Rim National Park:

Media	19.8%
Tourism Information Centre	3.8%
Word of Mouth	45.8%
N.P Information Centre	0.8%
Other	70.2%

Important Motives For Your Trip Today:

To get some privacy/solitude	68.7%
To get away from it all	86.3%
To spend time with family/ friends	70.3%
For adventure/wilderness experience	71.6%
To learn new skills	19.5%
To challenge/test abilities	11.4%
To meet new people	18.3%
For physical exercise/fitness	74.1%
For learning/intellectual stimulation	63.2%
Other	79.5%

Disabilities:

Mobility	3.1%
Hearing	1.5%
Visual	0.8%
Other	3.8%

Table 2. Trip Profile: Combers Beach

Average length of stay at Combers Beach..... 2 hours 36 minutes

Places visited in Long Beach Area:

Radar Hill Viewpoint	60.5%
Grice Bay	23.6%
Schooner Trail	25.4%
Long Beach North Day Use Area	51.9%
Long Beach South Day Use Area	45.0%
Greenpoint Campground	27.7%
Conmbers Beach	95.4%
Rain Forest Trail	29.2%
Florencia Bay Day Use Trail	7.6%
Shorepine Bog Trail	19.8%
Wickaninnish Centre Trail	59.5%
Wickaninnish Beach Day Use Trail	51.9%
Gold Mine Trail	13.1%
Kennedy Lake Trail	17.6%

Expenditures while visiting the area (averages):

Food and beverage	$ 70.10
Accomodation	$ 78.21
Recreation	$ 22.40
Transportation	$ 30.91
Other	$ 5.41
Total	$201.68

Overnight at National Park campground..... 6.9%

Activities:

Beach Bonfire	3.1%
Picnicking	40.6%
Whale watching	6.1%
Sea Lion Watching	49.6%
Walking on the Beach	91.6%
Hiking on Spruce Fringe Trail	19.1%
Sunbathing	19.8%
Other	13.1%

Table 3. Visitor Satisfaction: Combers Beach Trail

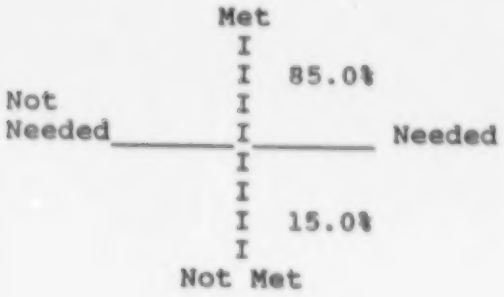
Overall Satisfaction	
Very Satisfied	73.4%
Satisfied	23.4%
Dissatisfied	1.6%
Very Dissatisfied	0.0%
Overall Satisfaction (Satisfied or Very Satisfied) by...	
Main destination	100.0%
Planned stop	98.4%
Unplanned stop	94.4%
Mobility impaired	100.0%
Hearing impaired	100.0%
Visual impaired	----
Other disability	100.0%

Facility and Service Satisfaction	% Satisfied	% Unaware
Access to the beach	85.6%	0.0%
View from parking area	92.0%	0.7%
Spruce Fringe Trail	100.0%	17.9%
Information on bulletin board	96.1%	6.6%
Toilet faciliteis	93.2%	3.1%
Parking area	96.9%	0.0%

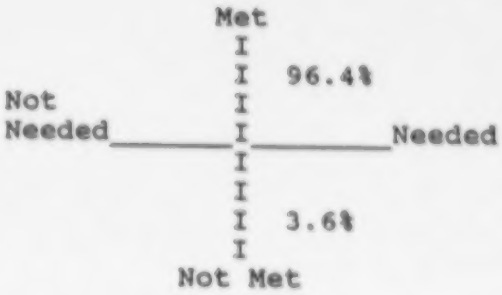
Perceptions of Crowding:	
Heavy	3.1%
Medium	6.1%
Light	90.1%
Knowledge of Water Hazards:	
Yes	90.1%
No	8.3%
How Learned About Hazards:	
Park employees	1.5%
Park brochures	7.6%
Park signs	26.0%
Word of Mouth	6.9%
Other	58.0%

Table 4. Success Criteria: Combers Beach

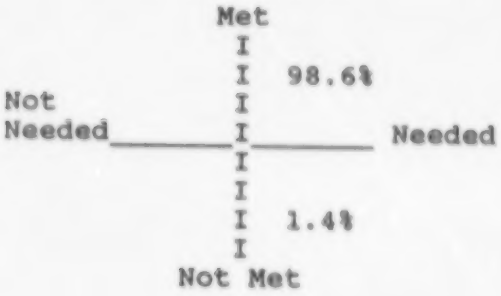
PRE-TRIP INFORMATION (n=40)



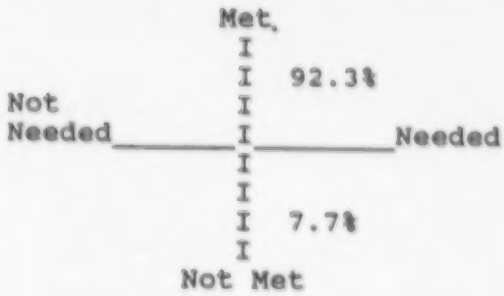
INFORMATION AT ARRIVAL IN PARK (n=55)



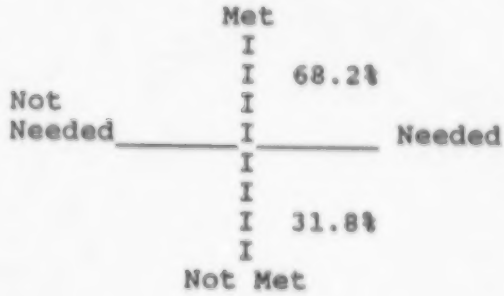
SCENERY (n=71)



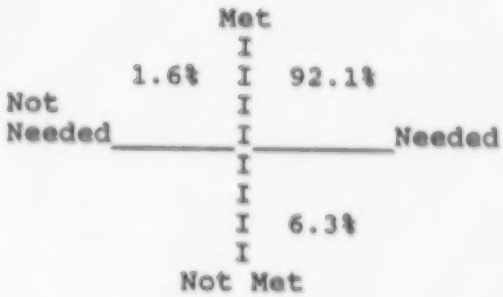
WILDLIFE/NATURAL RESOURCES (n=52)



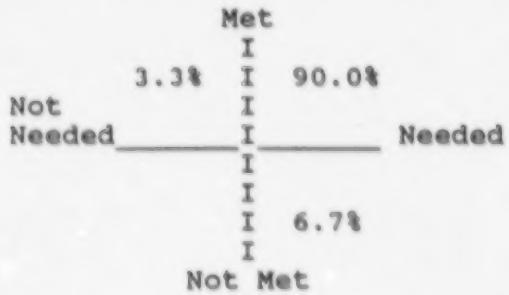
HERITAGE/CULTURAL (n=20)



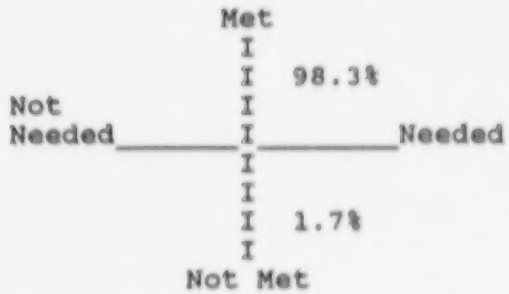
WEATHER (n=63)



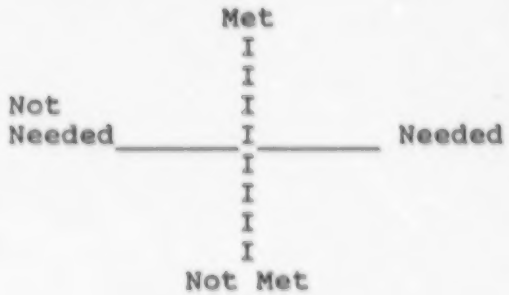
WATER CONDITIONS (n=30)



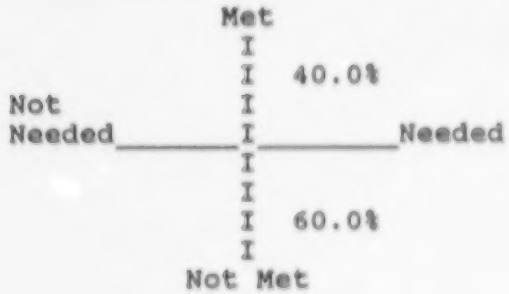
UNTOUCHED NATURAL ENVIRONMENT (n=59)



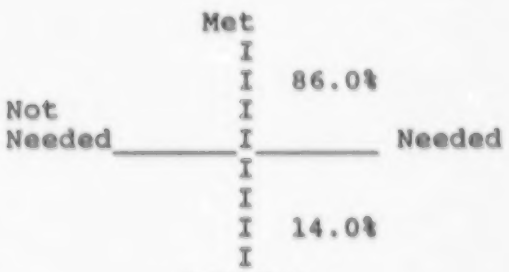
ANGLING OPPORTUNITIES (n=3)



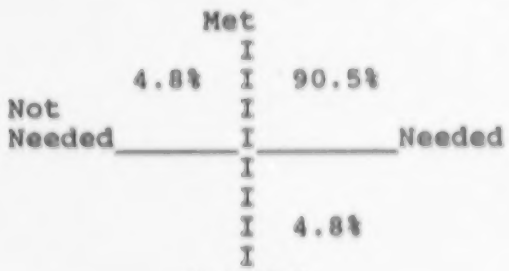
FOUL WEATHER ALTERNATIVES (n=15)



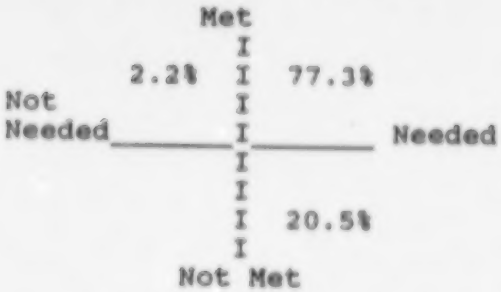
ACCOMODATION/CAMPING FACILITIES (n=43)



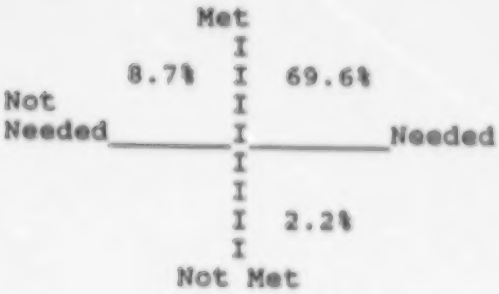
FRIENDLY PEOPLE (n=42)



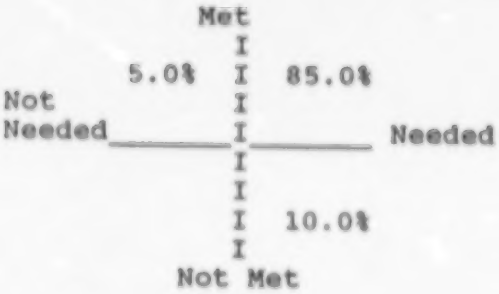
FOOD/RESTAURANT (n=44)

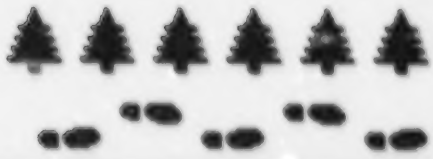


EDUCATIONAL/INTERPRETATION (n=23)



UNIQUE LOCAL COMMUNITIES (n=20)





GOLD MINE TRAIL

LONG BEACH UNIT

SURVEY RESULTS FOR GOLD MINE TRAIL

Introduction: The purpose of this report is to summarize the visitor survey data collected from a sample of 65 people who visited the Gold Mine Trail during the summer of 1989. The results are displayed in the following tables, along with a brief discussion provided below.

Visitor Profile: As indicated in Table 1, nearly 40% of the visitors to the Gold Mine Trail reside in British Columbia, and 26.2% of the visitors are foreign tourists. Most of these visitors have selected Pacific Rim National Park as a planned stop (58.5%) or as a main destination (32.3%). Word of mouth is the most important source (56.9%) of information about the park. The most important motives for selecting the Gold Mine Trail were as follows: "to get away from it all","for privacy/solitude", "for adventure/wilderness", and for "exercise/fitness". These motives differ substantially from the pattern of responses of visitors from several other parts of the Long Beach Unit. For example, visitors to Long Beach North placed less importance on adventure/wilderness, privacy/solitude, and getting away; but more importance on spending time with family/friends. Participation by age is similar to other areas in the Long Beach Unit, although the number of seniors (over 65 years) is slightly less.

Trip Profile: Visitors to this area spend an average of 54.7 minutes hiking the trail, and 51.3 minutes on the beach. They also appear to visit several other destinations within the Long Beach Unit (Table 2). Average expenditures in the Long Beach area amount to $280.06 per group, although this average appears to be skewed by the expenditures of a few visitors which were much larger than those of the more typical visitor.

Visitor Satisfaction:With this relatively small sample, satisfaction scores were all high (Table 3). Visitor satisfaction was high for services and facilities, although a few concerns were evident regarding toilet facilities.

Success Criteria: Visitors were asked to indicate what criteria were important to them for a successful trip to the Gold Mine rail area, and if these criteria were met (Table 4). It is important responses in each quadrant. For example, with regard to pretrip information, 72.5% of the sample said this was an important criteria, and that this criteria was met on their visit (these visitors are "satisfied"); whereas 17.5% of the sample said this criteria was important but not met ("unsatisfied"). Using this interpretation, it is apparent that most people are satisfied with the various aspects of their experience, with the possible exception of foul weather alternatives. However it is important to note that response rates are low for some of these items, so interpretations must be made with caution (eg results for angling opportunities have not been presented because only 8 people responded to this item).

Table 1. Visitor Profile: Goldmine

Origin:

British Columbia	39.9%
Alberta	6.2%
Sask, Manitoba	3.1%
Ontario, Quebec	15.4%
USA	15.4%
U.K.	3.1%
West Germany	7.7%

Type of Group:

Adults only	70.8%
Adults and children	29.2%
Organized group	0.0%
Other	7.7%

Age and Gender	-11	12-17	18-24	25-34	35-49	50-64	65+
Male(%)	6.9	4.8	3.7	18.6	14.9	4.8	1.6
Female(%)	6.4	1.6	3.2	12.2	17.0	3.2	1.1

Nature of Visit to Pacific Rim:

Main Destination	32.3%
Planned Stop	58.5%
Unplanned Stop	9.2%

Source of Information About Pacific Rim National Park:

Media	13.9%
Tourism Information Centre	4.6%
Word of Mouth	56.9%
N.P Information Centre	1.5%
Other	23.1%

Important Motives For Your Trip Today:

To get some privacy/solitude	81.5%
To get away from it all	87.7%
To spend time with family/ friends	58.4%
For adventure/ wilderness experience	76.9%
To learn new skills	29.2%
To challenge/ test abilities	21.4%
To meet new people	16.9%
For physical exercise/fitness	63.1%
For learning/intellectual stimulation	58.5%
Other	24.6%

Disabilities:

Mobility	3.1%
Hearing	0.0%
Visual	0.0%
Other	0.0%

Table 2. Trip Profile: Goldmine

Average length of stay on Goldmine Trail..... 54.7 minutes

Average length of stay on the beach..... 51.3 minutes

Places visited in Long Beach Area:

Radar Hill Viewpoint	53.8%
Grice Bay	30.8%
Schooner Trail	23.1%
Long Beach North Day Use Area	52.3%
Long Beach South Day Use Area	53.8%
Greenpoint Campground	38.5%
Conmbers Beach	41.5%
Rain Forest Trail	46.2%
Florencia Bay Day Use Trail	36.9%
Shorepine Bog Trail	34.4%
Wickaninnish Centre Trail	63.1%
Wickaninnish Beach Day Use Trail	44.6%
Gold Mine Trail	92.3%
Kennedy Lake Trail	9.2%

Expenditures while visiting the area (averages):

Food and beverage	$ 77.92
Accomodation	$ 77.52
Recreation	$ 40.68
Transportation	$ 37.98
Other	$ 6.22
Total	$280.06

Stayed in National Park campground..... 9.4%

Hiked the trail..... 96.9%

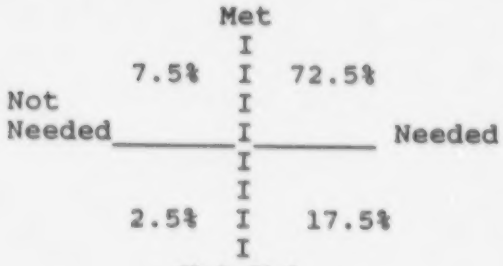
Table 3. Visitor Satisfaction: Goldmine

Overall Satisfaction	
Very Satisfied	55.4%
Satisfied	44.6%
Dissatisfied	0.0%
Very Dissatisfied	0.0%
Overall Satisfaction (Satisfied or Very Satisfied) by...	
Main destination	100.0%
Planned stop	100.0%
Unplanned stop	100.0%
Physically disabled	100.0%

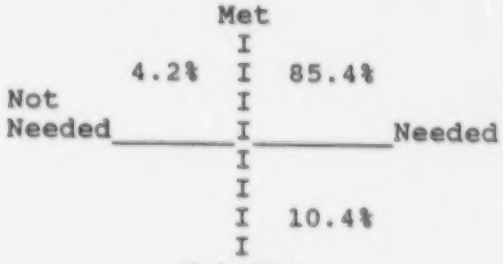
Facility and Service Satisfaction	% Satisfied	% Unaware
Access to the trail	95.4%	0.0%
Parking area	96.9%	0.0%
Trail head signs	86.1%	1.5%
Toilet facilities	80.0%	6.2%
Access to beach	90.8%	0.0%

Table 4. Success Criteria: Goldmine

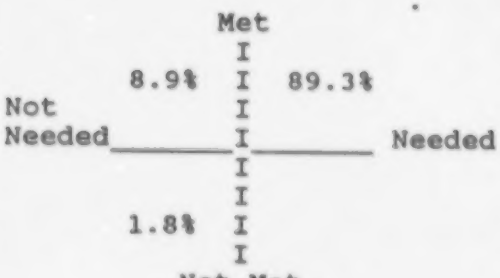
PRE-TRIP INFORMATION (n=40)



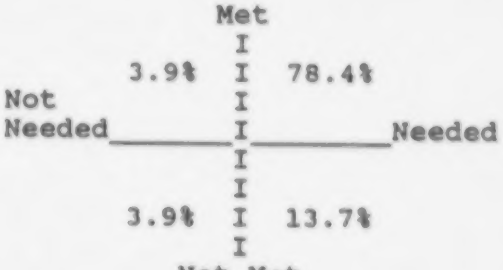
INFORMATION AT ARRIVAL IN PARK (n=48)



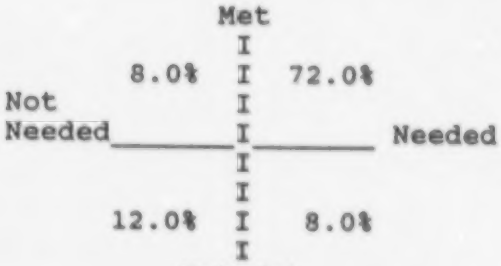
SCENERY (n=50)



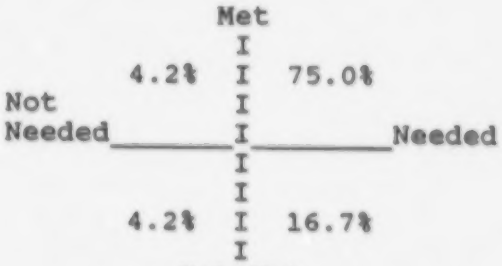
WILDLIFE/ NATURAL RESOURCES (n=51)



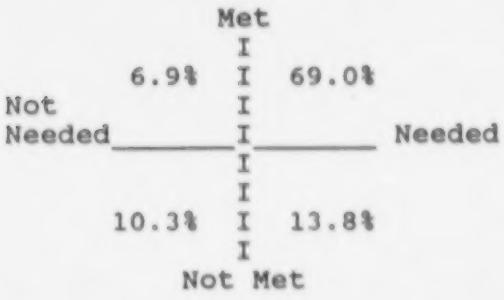
HERITAGE/CULTURAL (n=25)



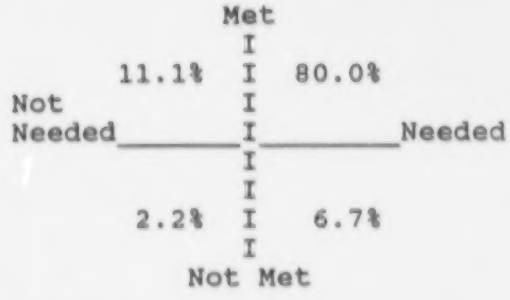
WEATHER (n=48)



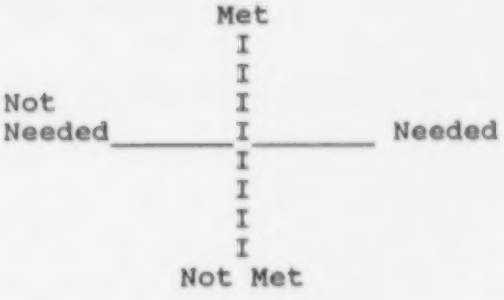
WATER CONDITIONS (n=29)



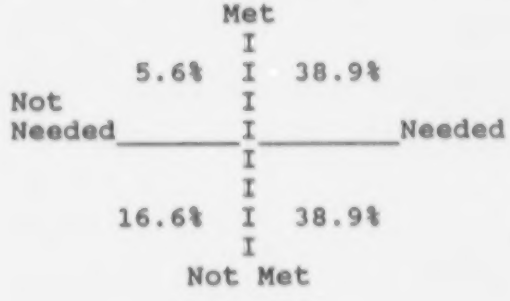
UNTOUCHED NATURAL ENVIRONMENT (n=28)



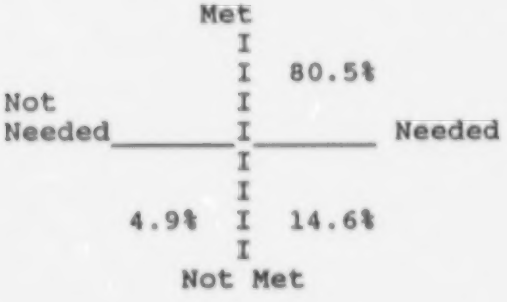
ANGLING OPPORTUNITIES (n=8)



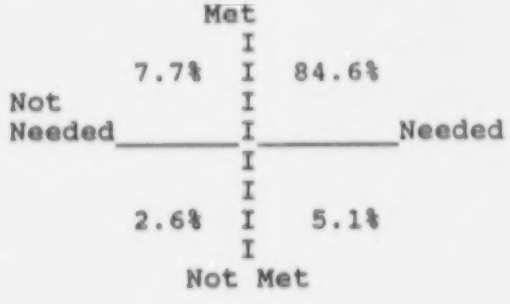
FOUL WEATHER ALTERNATIVES (n=18)



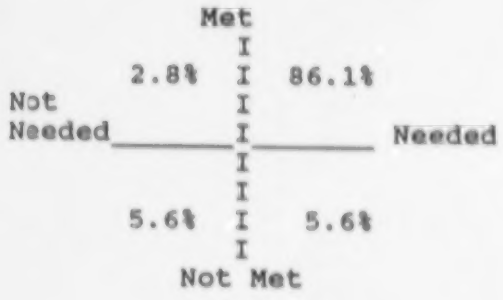
ACCOMODATION/CAMPING FACILITIES (n=41)



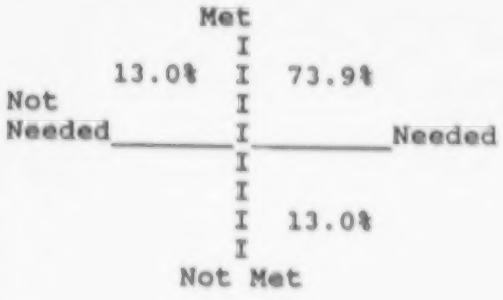
FRIENDLY PEOPLE (N=39)



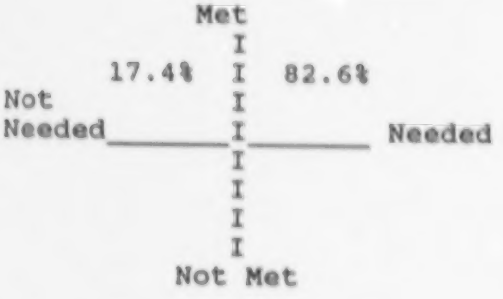
FOOD/RESTAURANT (n=36)



EDUCATIONAL/INTERPRETATION (n=23)



UNIQUE LOCAL COMMUNITIES (n=23)



SHOREPINE BOG TRAIL

LONG BEACH UNIT

SURVEY RESULTS FOR SHOREPINE BOG TRAIL

Introduction: The purpose of this report is to summarize the visitor survey data collected from a sample of 100 people who visited the Shorepine Bog area during the summer of 1989. The results are displayed in the following tables, the highlights of which are discussed below.

Visitor Profile: As Table 1 indicates, about half the visitors to the Shorepine Bog Trail reside in British Columbia , and nearly 20% are foreign tourists. Most of these visitors have selected Pacific Rim National Park as a main destination (41.8%), or as a planned stop (52.7%). The most important motives for visiting this area are as follows: "to get away from it all"; "for privacy/solitude"; "for learning"; "for physical exercise"; "to be with family/friends"; and for "adventure/wilderness". The most important source of information people use to plan their trip is word of mouth (52.7%). This area attracts people of all ages, as well as a number of people with significant physical disabilities (13.2%).

Trip Profile: Most people (83.5%) participate in some form of nature study (Table 2), and spend an average of 36.1 minutes in the area. They appear to visit many other areas within the Long Beach Unit as well. Average visitor expenditures in the Long Beach area were $208.86 per group.

Visitor Satisfaction: Overall satisfaction was high (Table 3), and this was true also for people with disabilities, and for people who had selected the area as a main destination, a planned stop, or an unplanned stop. People were satisfied with all facilities and services, although many people (9.9%) were unaware of picnic opportunities.

Success Criteria: Visitors were asked to indicate what criteria were important to them for a successful trip to the Shorepine Bog Trail, and if this criteria had been met. The interpretation of visitor responses to these two items is displayed in Table 4. It is important to note each of the four quadrants. For example, with regard to pretrip information, 68.2% of the sample felt that this factor was important, and it had been met (ie. they were satisfied); whereas 31.8% felt this was an important factor, but it was not met for them (ie they were unsatisfied). Using this kind of interpretation, it is apparent that visitors to Shorepine were satisfied with each of these criteria, with the exception of pretrip information. Responses to angling opportunities and foul weather opportunities were not reported because the number of responses to these items was too small to make accurate inferences regarding all visitors to the area.

Table 1. Visitor Profile: Shorepine

Origin:

British Columbia	51.6%
Alberta	8.8%
Sask, Manitoba	3.3%
Ontario, Quebec	12.1%
USA	16.5%
U.K.	2.2%
West Germany	0.0%

Type of Group:

Adults only	76.9%
Adults and children	20.9%
Organized group	1.1%
Other	1.1%

Age and Gender	-11	12-17	18-24	25-34	35-49	50-64	65+
Male....(%)..	6.7	2.5	3.8	7.1	12.6	12.6	3.4
Female..(%)..	5.0	2.1	1.3	8.8	15.5	11.3	7.1

Nature of Visit to Pacific Rim:

Main Destination	41.8%
Planned Stop	52.7%
Unplanned Stop	4.4%

Source of Information About Pacific Rim National Park:

Media	17.6%
Tourism Information Centre	9.9%
Word of Mouth	52.7%
N.P Information Centre	0.0%
Other	17.9%

Important Motives For Your Trip Today:

To get some privacy/solitude	71.1%
To get away from it all	80.2%
To spend time with family/friends	65.8%
For adventure/wilderness experience	70.3%
To learn new skills	17.5%
To challenge/ test abilities	16.4%
To meet new people	10.9%
For physical exercise/fitness	64.8%
For learning/intellectual stimulation	65.8%
Other	39.6%

Disabilities:

Mobility	8.8%
Hearing	2.2%
Visual	0.0%
Other	2.2%

Table 2. Trip Profile: Shorepine

Average length of stay on the Shorepine Bog Trail... 36.1 minutes

Places visited in Long Beach Area:

Radar Hill Viewpoint	65.9%
Grice Bay	30.8%
Schooner Trail	24.5%
Long Beach North Day Use Area	73.6%
Long Beach South Day Use Area	62.6%
Greenpoint Campground	38.5%
Conmbers Beach	49.5%
Rain Forest Trail	46.2%
Florencia Bay Day Use Trail	41.8%
Shorepine Bog Trail	93.4%
Wickaninnish Centre Trail	91.2%
Wickaninnish Beach Day Use Trail	70.3%
Gold Mine Trail	20.9%
Kennedy Lake Trail	17.6%

Expenditures while visiting the area (averages):

Food and beverage	$ 68.67
Accomodation	$ 72.82
Recreation	$ 25.07
Transportation	$ 32.52
Other	$ 9.91
Total	$208.86

Stayed in National Park campground..... 19.0%

Activities:

Nature study	83.5%
Picnicking	7.7%
Other	31.9%

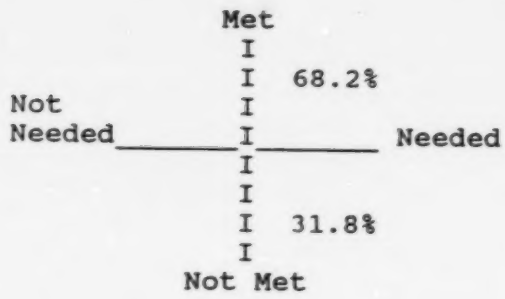
Table 3. Visitor Satisfaction: Shorepine

Overall Satisfaction	
Very Satisfied	69.2%
Satisfied	30.8%
Dissatisfied	0.0%
Very Dissatisfied	0.0%
Overall Satisfaction (Satisfied or Very Satisfied) by...	
Main destination	100.0%
Planned stop	100.0%
Unplanned stop	100.0%
Mobility impaired	100.0%
Hearing impaired	100.0%
Visual impaired	----
Other disability	100.0%

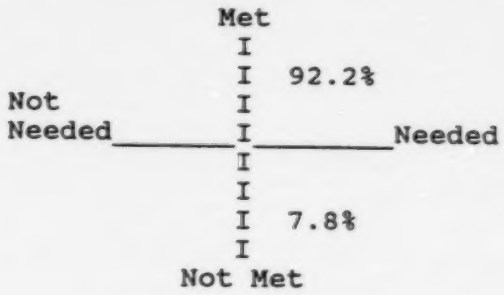
Facility and Service Satisfaction	% Satisfied	% Unaware
Trailhead signs	100.0%	2.2%
Access for handicapped visitors	100.0%	4.4%
Self-guided pamphlet	93.0%	0.0%
Numbered posts on trail	98.7%	4.4%
Picnic opportunities	89.7%	9.9%

Table 4. Success Criteria: Shorepine

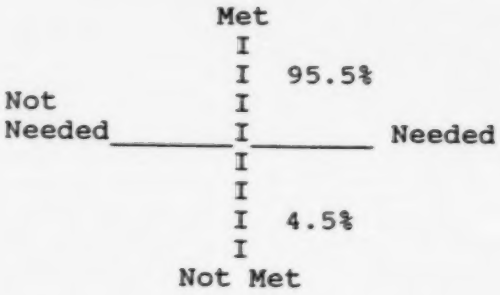
PRE-TRIP INFORMATION (n=44)



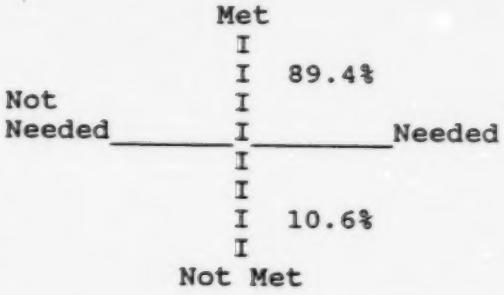
INFORMATION AT ARRIVAL IN PARK (n=64)



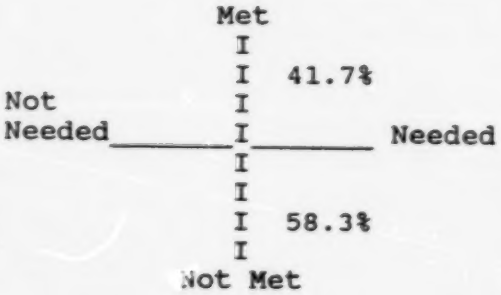
SCENERY (n=88)



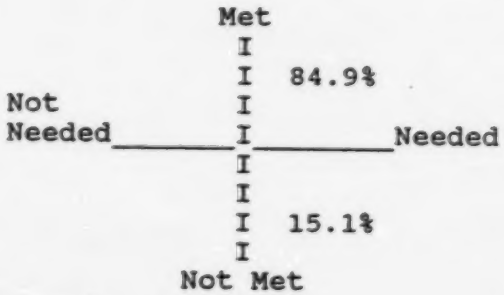
WILDLIFE/ NATURAL RESOURCES (n=66)



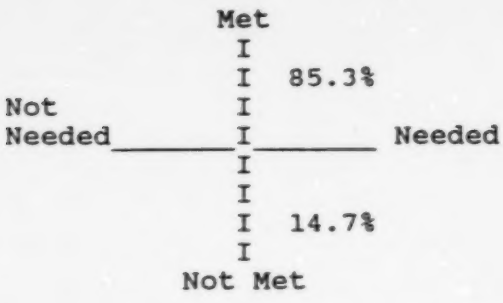
HERITAGE/CULTURAL (n=27)



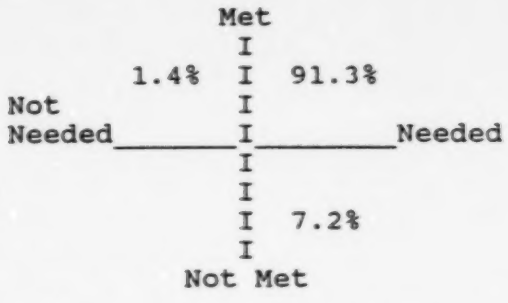
WEATHER (n=73)



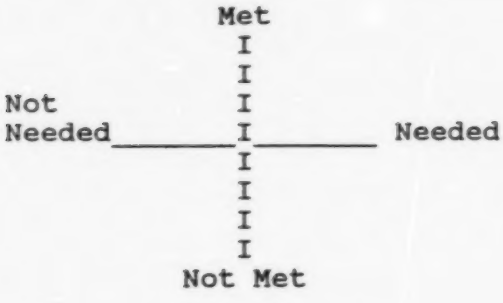
WATER CONDITIONS (n=34)



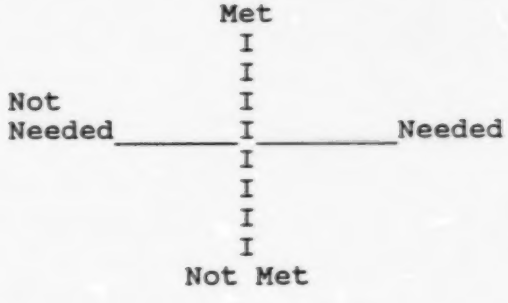
UNTOUCHED NATURAL ENVIRONMENT (n=69)



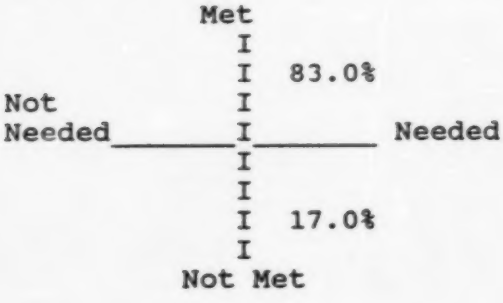
ANGLING OPPORTUNITIES (n=5)



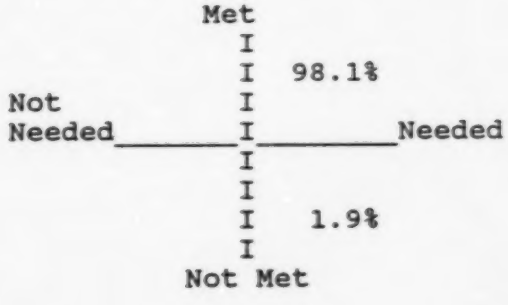
FOUL WEATHER ALTERNATIVES (n=9)



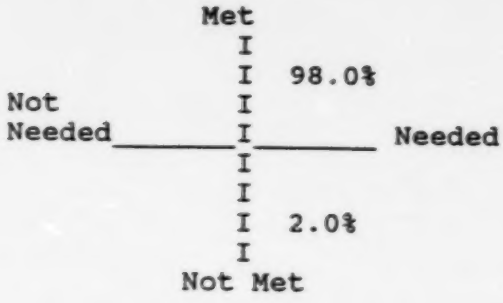
ACCOMODATION/CAMPING FACILITIES (n=53)



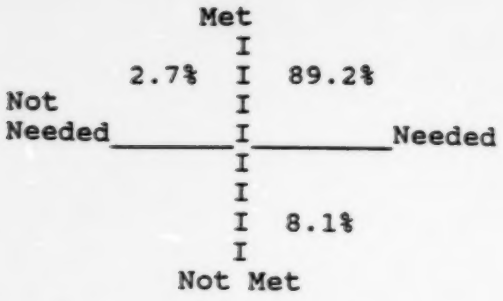
FRIENDLY PEOPLE (n=53)



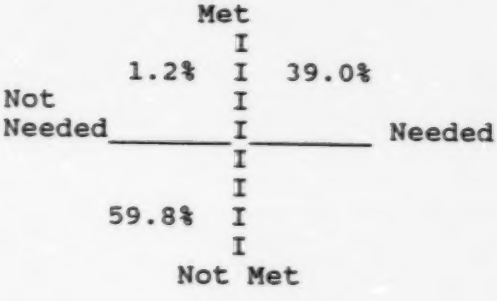
FOOD/RESTAURANT (n=51)



EDUCATIONAL/INTERPRETATION (n=37)



UNIQUE LOCAL COMMUNITIES (n=82)



RAINFOREST TRAIL

LONG BEACH UNIT

SURVEY RESULTS FOR RAINFOREST TRAIL

Introduction: The purpose of this report is to summarize the visitor survey data collected from a sample of 100 people who visited the Rainforest Trail area during the summer of 1989. The results are displayed in the following tables, the highlights of which are discussed below.

Visitor Profile: As Table 1 indicates, about one third of the visitors to the Rainforest Trail reside in British Columbia , and about 20% are foreign tourists. Most of these visitors have selected Pacific Rim National Park as a main destination (33.7%), or as a planned stop (49.4%). The most important motives for visiting this area are as follows: "for adventure/wilderness"; "to get away from it all"; "for privacy/solitude"; "to meet new people"; "to be with family/friends"; for "exercise/fitness" and for "learning". The most important source of information people use to plan their trip is word of mouth (52.8%). This area attracts people of all ages, as well as a number of people with significant physical disabilities (3.3%).

Trip Profile: About 19% of visitors use the Loop A trail, and stay on it for an average of 36.6 minutes; and about 26% use the Loop B trail for an average of 30.6 minutes (Table 2). Most appear to visit many other areas within the Long Beach Unit as well. Average visitor expenditures in the Long Beach area were $198.89 per group.

Visitor Satisfaction: Overall satisfaction was high (Table 3), and this was true also for people with disabilities, and for people who had selected the area as a main destination, a planned stop, or an unplanned stop. People were satisfied with all facilities and services, although many people (22.4%) were unaware of guided walk opportunities. Most people felt they learned something from walking the Rainforest Trail (61.8% said they now have a better understanding).

Success Criteria: Visitors were asked to indicate what criteria were important to them for a successful trip to the Rainforest Trail, and if this criteria had been met. The interpretation of visitor responses to these two items is displayed in Table 4. It is important to note each of the four quadrants. For example, with regard to pretrip information, 81.5% of the sample felt that this factor was important, and it had been met (ie. they were satisfied); whereas 11.1% felt this was an important factor, but it was not met for them (ie they were unsatisfied). Using this kind of interpretation, it is apparent that visitors to the Rainforest Trail were satisfied with most of these criteria, although some people were concerned about foul weather alternatives. Responses to angling opportunities were not reported because the number of responses to these items was too small to make accurate inferences.

Table 1. Visitor Profile: Rainforest Trail

Origin:

British Columbia	34.8%
Alberta	13.5%
Sask, Manitoba	2.2%
Ontario, Quebec	18.0%
USA	14.6%
U.K.	4.5%
West Germany	1.1%

Type of Group:

Adults only	78.7%
Adults and children	15.7%
Organized group	0.0%
Other	1.1%

Age and Gender	-11	12-17	18-24	25-34	35-49	50-64	65+
Male...(%)...	5.1	3.0	2.5	3.6	17.8	8.6	3.0
Female.(%)...	3.0	10.2	3.0	15.2	14.7	7.1	3.0

Nature of Visit to Pacific Rim:

Main Destination	33.7%
Planned Stop	49.4%
Unplanned Stop	16.9%

Source of Information About Pacific Rim National Park:

Media	9.0%
Tourism Information Centre	4.5%
Word of Mouth	52.8%
N.P Information Centre	1.1%
Other	6.7%

Important Motives For Your Trip Today:

To get some privacy/solitude	71.9%
To get away from it all	73.0%
To spend time with family/ friends	59.5%
For adventure/ wilderness experience	79.7%
To learn new skills	29.2%
To challenge/ test abilities	13.5%
To meet new people	8.9%
For physical exercise/fitness	71.9%
For learning/intellectual stimulation	69.6%
Other	21.3%

Disabilities:

Mobility	2.2%
Hearing	0.0%
Visual	1.1%
Other	0.0%

Table 2. Trip Profile: Rainforest Trail

Places visited in Long Beach Area:

Radar Hill Viewpoint	59.6%
Grice Bay	15.7%
Schooner Trail	22.5%
Long Beach North Day Use Area	65.2%
Long Beach South Day Use Area	57.3%
Greenpoint Campground	81.5%
Conmbers Beach	53.9%
Rain Forest Trail	93.3%
Florencia Bay Day Use Trail	33.7%
Shorepine Bog Trail	37.1%
Wickaninnish Centre Trail	66.3%
Wickaninnish Beach Day Use Trail	51.7%
Gold Mine Trail	22.5%
Kennedy Lake Trail	7.9%

Expenditures while visiting the area (averages):

Food and beverage	$ 89.10
Accomodation	$ 95.79
Recreation	$ 39.62
Transportation	$ 35.07
Other	$ 8.37
Total	$198.89

Overnight stay in National Park campground..... 15.7%

Trail Used:

Loop A only	19.1%
Loop B only	25.8%

Average length of stay:

Loop A only	36.6 minutes
Loop B only	30.6 minutes

Table 3. Visitor Satisfaction: Rainforest Trail

Overall Satisfaction

Very Satisfied	77.5%
Satisfied	20.2%
Dissatisfied	1.1%
Very Dissatisfied	0.0

Overall Satisfaction (Satisfied or Very Satisfied) by...

Main destination	96.7%
Planned stop	100.0%
Unplanned stop	100.0%
Mobility impaired	100.0%
Hearing impaired	----
Visual impaired	100.0%
Other disability	----

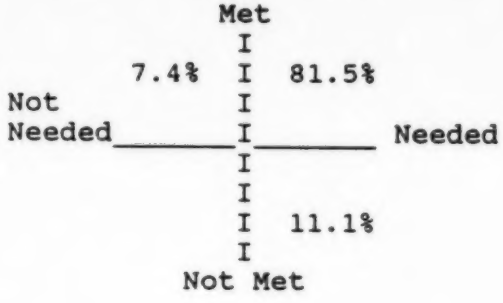
Facility and Service Satisfaction	% Satisfied	% Unaware
Trail conditions on Loop A	98.5%	0.0%
Trail condition on Loop B	97.7%	0.0%
Access to trail	100.0%	0.0%
Self-guided pamphlet	95.0%	0.0%
Trail-head signs	94.8%	1.1%
Guided walks	100.0%	22.4%

Evaluation of Rainforest Trail:

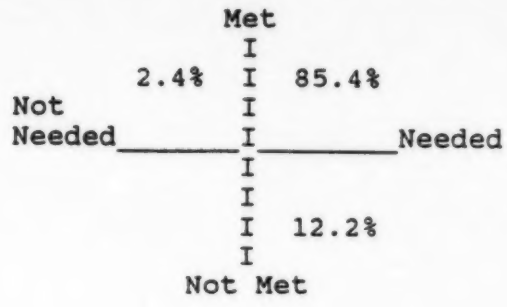
Have a better understanding	61.8%
Learned a little more	23.6%
Learned nothing	3.4%

Table 4. Success Criteria: Rainforest Trail

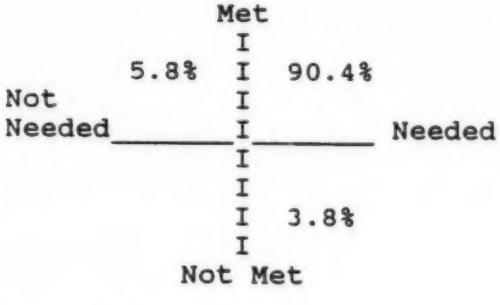
PRE-TRIP INFORMATION (n=27)



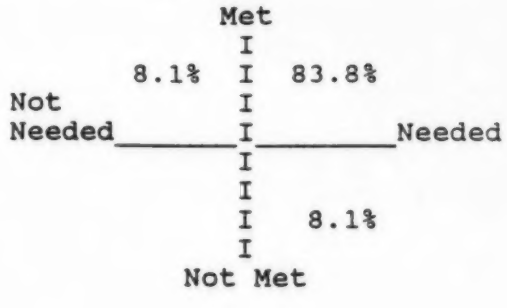
INFORMATION AT ARRIVAL IN PARK (n=41)



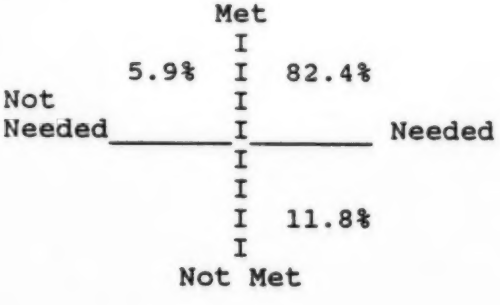
SCENERY (n=52)



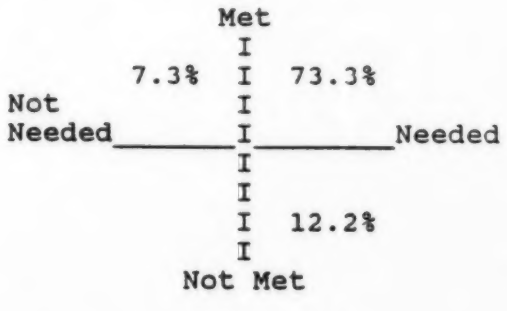
WILDLIFE/ NATURAL RESOURCES (n=37)



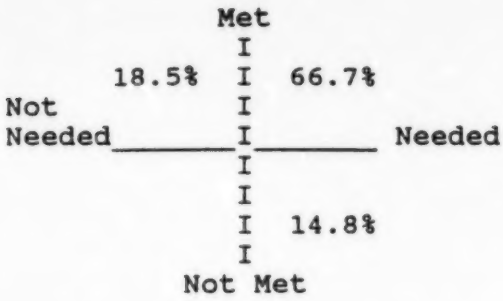
HERITAGE/CULTURAL (n=17)



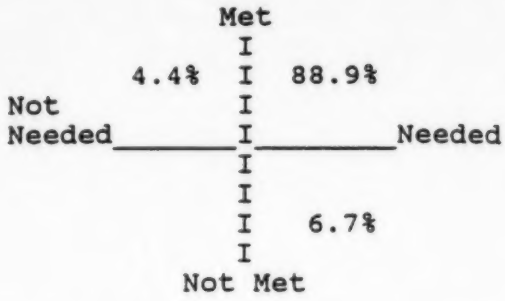
WEATHER (n=41)



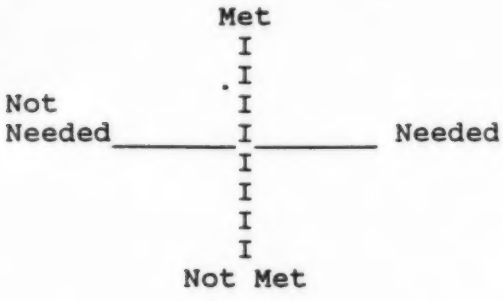
WATER CONDITIONS (n=27)



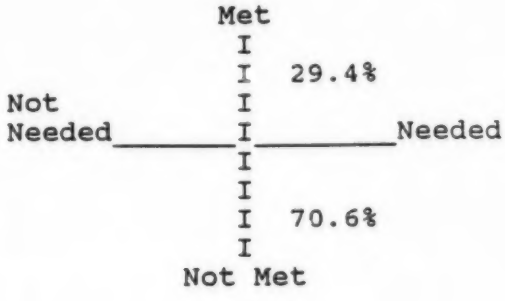
UNTOUCHED NATURAL ENVIRONMENT (n=45)



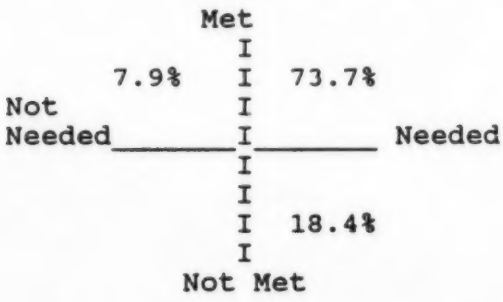
ANGLING OPPORTUNITIES (n=8)



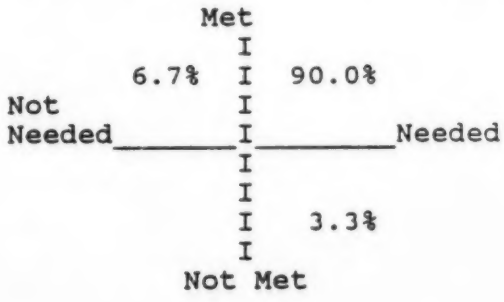
FOUL WEATHER ALTERNATIVES (n=17)



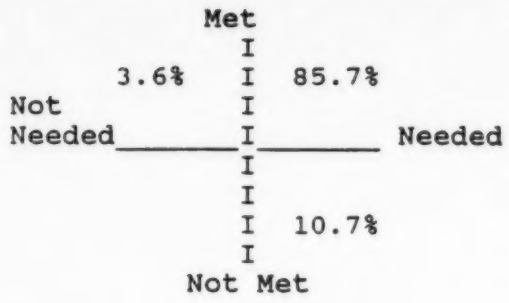
ACCOMODATION/CAMPING FACILITIES (n=38)



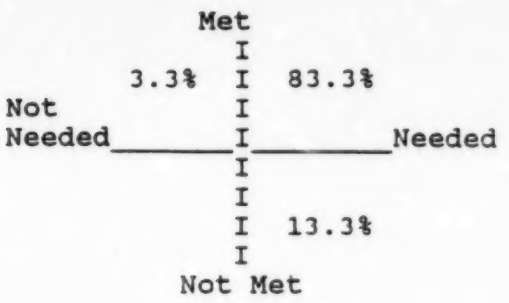
FRIENDLY PEOPLE (n=30)



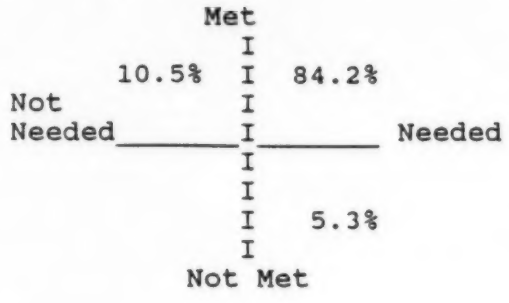
FOOD/RESTAURANT (n=28)



EDUCATIONAL/INTERPRETATION (n=30)



UNIQUE LOCAL COMMUNITIES (n=19)



RADAR HILL

LONG BEACH UNIT

SURVEY RESULTS FOR RADAR HILL

Introduction: The purpose of this report is to summarize the visitor service data collected from a sample of 208 people who visited the Radar Hill area in the summer of 1989. The results are displayed in the following tables, the highlights of which are discussed below.

Visitor Profile: As Table 1 suggests, the most significant origin of visitors to Radar Hill is from British Columbia (49.07%). Foreign visitors amount to about 20%, half of which come from the United States. The most typical type of visitor group is comprised of adults only, although many visitors are young people. About 9.5% of visitors have some kind of physical disability. Most visitors deliberately planned to visit Pacific Rim during their holiday, and for many it was their major destination. The most important motive for most visitors, was to "get away from it all". Compared to visitors to other parts of the park, many motives are not so important: learning new skills, for challenge, or for learning.

Trip Profile: The average length of stay at Radar Hill is about 36 minutes (Table 2). Other important destinations within the Long Beach Unit of the park include the Long Beach day use area, and the Wickaninnish area. These visitors spend an average of $184.65 per group in the Long Beach area.

Visitor Satisfaction: Virtually all visitors to Radar Hill were satisfied with their experience (Table 3), although some concerns were raised about the telescope, and the toilet facilities. People with physical disabilities were also satisfied with their experiences.

Success Criteria: Visitors were asked to indicate what criteria were important to them for a successful trip to Radar Hill, and if these criteria were met on their visit. The interpretation of visitor responses to these question is provided in Table 4. It is important in this table to consider the responses in each quadrant. For example, with regard to pre trip information, 64.4% of the visitors felt this was needed (important), and had this need met (satisfied). However, 18.9% of the visitors felt that pre trip information was needed but not met (unsatisfied). Therefore the interpretation of this table suggests that the proportion of satisfied visitors is represented in the upper right quadrant, and the proportion of unsatisfied visitors is represented in the lower right quadrant. With this in mind, it is apparent that many people are satisfied with most aspects of their experience in the Radar Hill area, particularly with regard to scenery. However there is some concerns regarding foul weather alternatives, angling opportunities, heritage/cultural resources, and educational/ interpretive opportunities.

Table 1. Visitor Profile: Radar Hill

Origin:

British Columbia	49.07%
Alberta	9.35%
Sask, Manitoba	1.40%
Ontario, Quebec	13.55%
Rest of Canada	0.93%
USA	9.35%
U.K.	4.21%
West Germany	5.61%

Type of Group:

Adults only	76.2%
Adults and children	20.6%
Organized group	0.5%
Other	0.5%

Age and Gender	-11	12-17	18-24	25-34	35-49	50-64	65+
Male (%)	5.0	2.6	4.0	14.1	13.4	6.6	2.6
Female (%)	7.1	2.3	4.0	12.8	11.7	9.1	3.1

Nature of Visit To Pacific Rim:

Main destination	38.32%
Planned Stop	44.86%
Unplanned Stop	14.95%

Source of Information About Pacific Rim National Park:

Media	7.94%
Tourism Information Centre	4.67%
Word of Mouth	66.82%
N.P Information Centre	0.94%
Other	17.29%

Important Motives For Your Trip Today:

To get some privacy/solitude	68.2%
To get away from it all	82.6%
To spend time with family/ friends	65.4%
For adventure/ wilderness experience	69.6%
To learn new skills	23.7%
To challenge/ test abilities	18.1%
To meet new people	17.2%
For physical exercise/fitness	55.1%
For learning/intellectual stimulation	35.1%
Other	15.9%

Disabilities:

Mobility	3.7%
Hearing	1.9%
Visual	1.9%
Other	1.9%

Table 2. Trip Profile: Radar Hill

Average length of stay at Radar Hill.....36.1 minutes

Places visited in Long Beach Area

Radar Hill Viewpoint	94.8%
Grice Bay	18.1%
Schooner Trail	21.5%
Long Beach North Day Use Area	62.6%
Long Beach South Day Use Area	46.7%
Greenpoint Campground	20.1%
Combers Beach	35.3%
Rain Forest Trail	41.1%
Florencia Bay Day Use Area	27.1%
Sh repine Bog Trail	21.0%
Wickaninnish Centre Trail	67.4%
Wickaninnish Beach Day Use Area	94.4%
Gold Mine Trail	14.4%
Kennedy Lake	18.2%

Expenditures while visiting the area (averages)

Food and beverage	$ 82.89
Accommodation	$ 92.84
Recreation	$ 30.37
Transportation	$ 33.85
Other	$ 7.82
Total	$184.65

Table 3. Visitor Satisfaction: Radar Hill Visitors

Overall Satisfaction
- Very Satisfied..... 59.3%
- Satisfied..... 36.9%
- Dissatisfied..... 0.5%
- Very Dissatisfied..... 0.0%

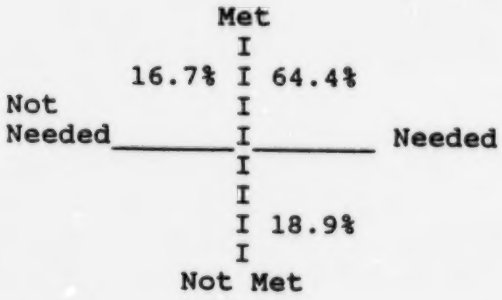
Overall Satisfaction (Satisfied or Very Satisfied) by...
- Main destination..... 98.8%
- Planned stop.....100.0%
- Unplanned stop.....100.0%

- Mobility impaired.....100.0%
- Hearing impaired.....100.0%
- Visual impaired.....100.0%
- Other disability.....100.0%

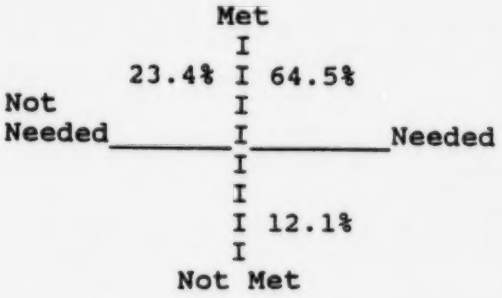
Facility and Service Satisfaction (% Satisfied or Very Satisfied)
- Highway signs..... 98.6%
- Access road..... 98.1%
- Access to summit..... 96.2%
- Interpretive signs... 89.5%
- Telescope..... 55.0%
- Toilet facilities.... 40.1%
- View from summit..... 95.2%
- Other..... 68.0%

Table 4. Success Criteria: Radar Hill Visitors

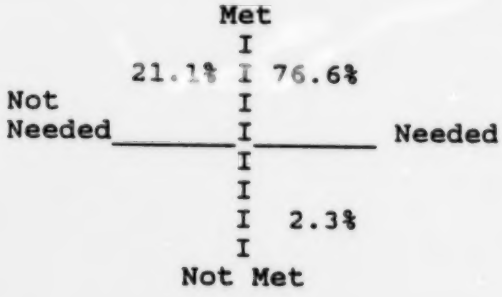
PRE-TRIP INFORMATION
(n=90)



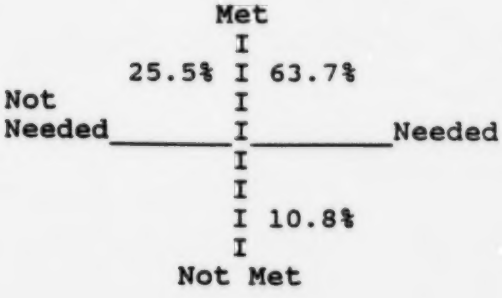
INFORMATION AT ARRIVAL IN PARK
(n=107)



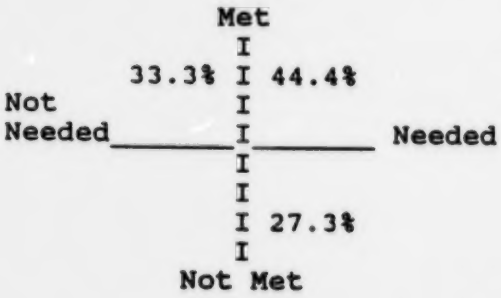
SCENERY
(n=128)



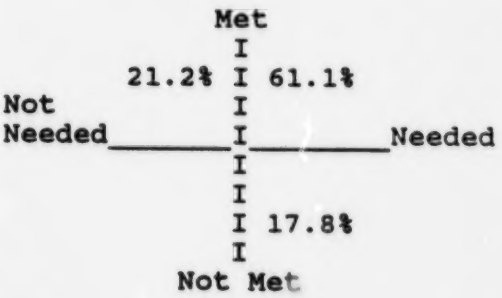
WILDLIFE/ NATURAL RESOURCES
(n=102)



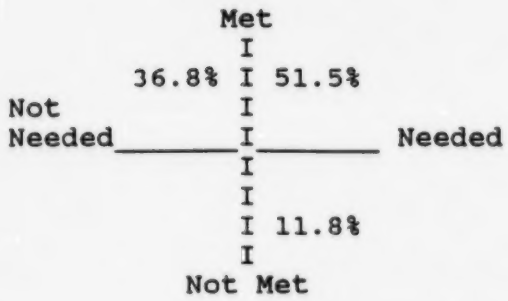
HERITAGE/CULTURAL
(n=54)



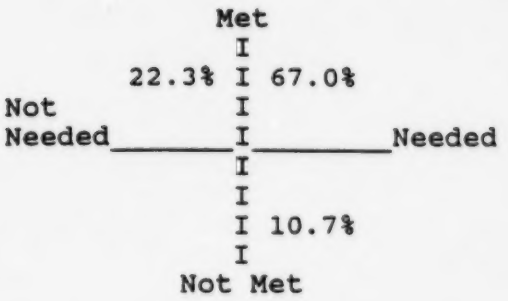
WEATHER
(n=118)



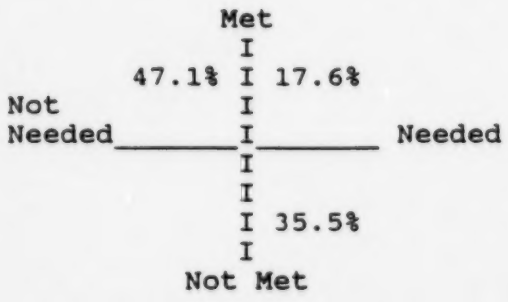
WATER CONDITIONS
(n=68)



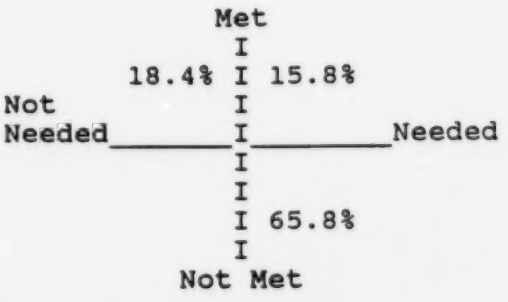
UNTOUCHED NATURAL ENVIRONMENT
(n=112)



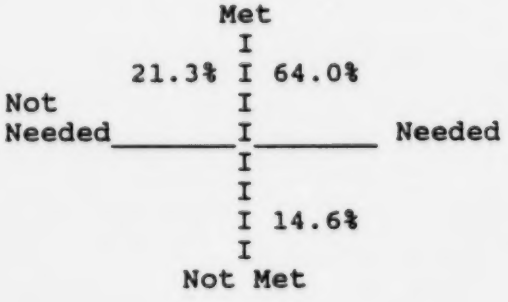
ANGLING OPPORTUNITIES
(n=17)



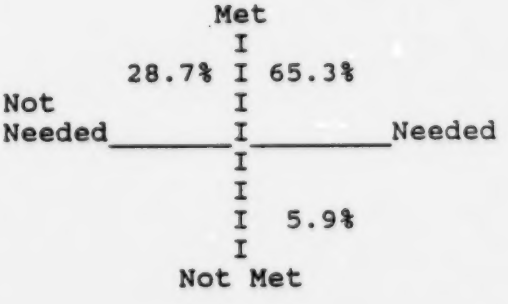
FOUL WEATHER ALTERNATIVES
(n=38)



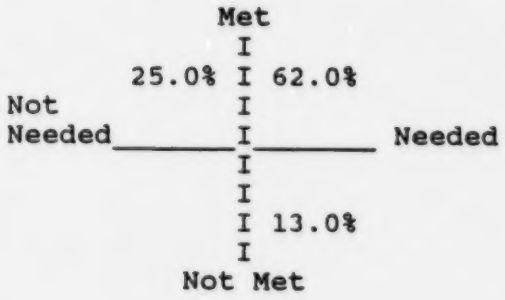
ACCOMMODATION/CAMPING FACILITIES
(n=89)



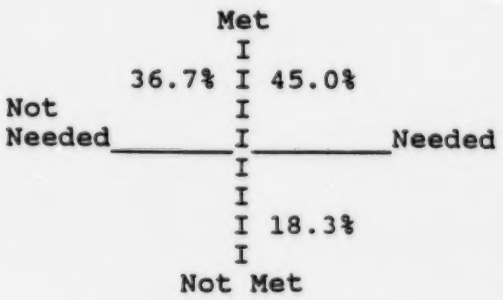
FRIENDLY PEOPLE
(n=101)



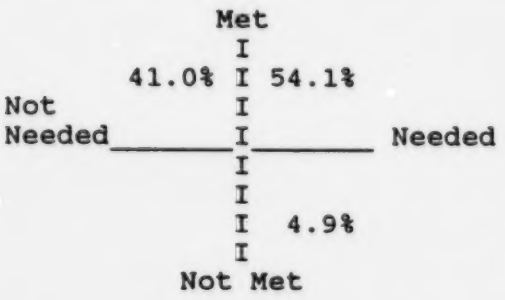
FOOD/RESTAURANT
(n=92)

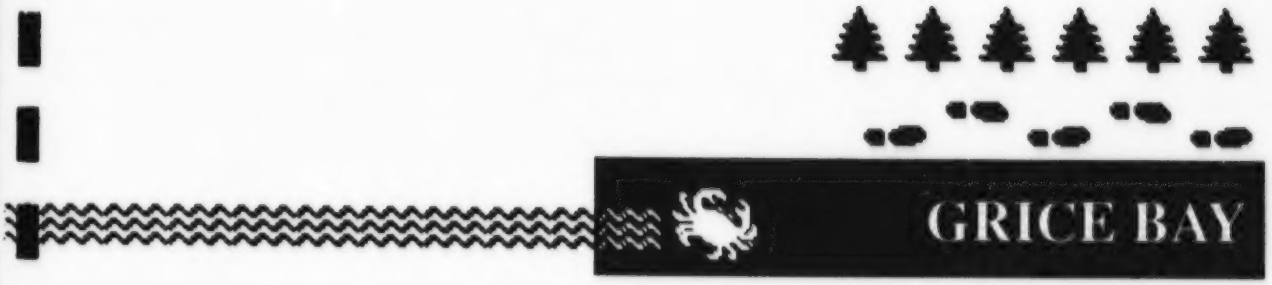


EDUCATIONAL/INTERPRETATION
(n=60)



UNIQUE LOCAL COMMUNITIES
(n=61)





LONG BEACH UNIT

SURVEY RESULTS FOR GRICE BAY

Introduction: The purpose of this report is to summarize the visitor survey data collected from a sample of 60 people who visited the Grice Bay area during the summer of 1989. The results are displayed in the following tables, along with a brief discussion provided below.

Visitor Profile: As Table 1 indicates, over 40% of the visitors to Grice Bay reside in British Columbia, and about 25% of these visitors are foreign tourists. Most of these visitors have selected Pacific Rim as a main destination (44.1%) or as a planned stop (47.5%). Most visitors obtain information about the park through word of mouth. The most important motives for visiting Grice Bay is "to get away from it all", "for physical exercise", and "for privacy/solitude". Although people of all ages visit Grice Bay, a particularly large number of people were between the ages of 25-34 years (27.1%).

Trip Profile: Many people visited this area just to sightsee, although some people were canoeing (6.8%), motorboating (8.5%), picnicking (6.8%), or fishing (5.1%). Average length of stay at Grice Bay was 67 minutes. Nearly 20% of these visitors were also camping in the park. While visiting the Long Beach Area, these people spent an average of $237.02 per group.

Visitor Satisfaction: Visitors to Grice Bay were very satisfied with their experience, although several people raised concerns about picnic opportunities.

Success Criteria: Visitors were asked to indicate what criteria were important to them for a successful trip to Grice Bay, and if these criteria were met. Visitor responses to these two items are presented in Table 4. It is important to examine responses in each quadrant. For example, with regard to pretrip information, 78.1% of the sample said this was an important criteria, and the criteria was met (these visitors were satisfied); whereas 12.5% of the sample said pretrip information was important, but the criteria was not met (unsatisfied). Using this interpretation, it is apparent that visitors were satisfied with most aspects of their experience with the exception of heritage/cultural resources, camping opportunities, foul weather opportunities, and angling opportunities. However, it is extremely important to note that response to these items was low, so these results must be interpreted with caution.

Table 1. Visitor Profile: Grice Bay

Origin:

British Columbia	42.4%
Alberta	16.9%
Sask, Manitoba	5.1%
Ontario, Quebec	6.8%
USA	15.3%
U.K.	5.1%
West Germany	3.4%

Type of Group:

Adults only	88.2%
Adults and children	10.2%
Organized group	0.0%
Other	0.0%

Age and Gender	-11	12-17	18-24	25-34	35-49	50-64	65+
Male....(%)..	2.1	1.0	5.7	15.7	1.1	11.4	9.3
Female..(%)..	2.9	1.4	5.7	11.4	7.9	7.9	7.1

Nature of Visit to Pacific Rim:

Main Destination	44.1%
Planned Stop	47.5%
Unplanned Stop	6.8%

Source of Information About Pacific Rim National Park:

Media	8.5%
Tourism Information Centre	0.0%
Word of Mouth	50.9%
N.P Information Centre	1.7%
Other	0.0%

Important Motives For Your Trip Today:

To get some privacy/solitude	64.4%
To get away from it all	76.3%
To spend time with family/ friends	50.8%
For adventure/wilderness experience	59.3%
To learn new skills	22.0%
To challenge/test abilities	15.2%
To meet new people	23.6%
For physical exercise/fitness	67.8%
For learning/intellectual stimulation	57.6%
Other	13.5%

Disabilities:

Mobility	1.6%
Hearing	1.6%
Visual	1.6%
Other	0.0%

Table 2. Trip Profile: Grice Bay

Average length of stay at Grice Bay..... 67.0 minutes

Places visited in Long Beach Area:

Radar Hill Viewpoint	62.7%
Grice Bay	93.2%
Schooner Trail	35.6%
Long Beach North Day Use Area	64.4%
Long Beach South Day Use Area	59.3%
Greenpoint Campground	32.2%
Conmbers Beach	61.0%
Rain Forest Trail	45.8%
Florencia Bay Day Use Trail	30.5%
Shorepine Bog Trail	22.0%
Wickaninnish Centre Trail	55.9%
Wickaninnish Beach Day Use Trail	39.0%
Gold Mine Trail	32.2%
Kennedy Lake Trail	33.9%

Expenditures while visiting the area (averages):

Food and beverage	$ 60.46
Accomodation	$ 56.02
Recreation	$ 19.46
Transportation	$ 25.19
Total	$237.02

Overnight at National Park campground..... 18.6%

Mode of Transportation (n=50):

Canoeing	6.8%
Kayaking	1.7%
Motorboat	8.5%
Other	11.9%
Did not go	66.1%

Water activities:

Fishing	5.1%
Scuba diving	0.0%
Swimming	1.7%
Sightseeing	18.6%
Other	3.4%
None	50.8%
No response	8.0%

Shore activities:

Sightseeing	49.2%
Picnicking	6.8%
Fishing	3.4%
Other	13.6%
None	11.9%
No response	15.2%

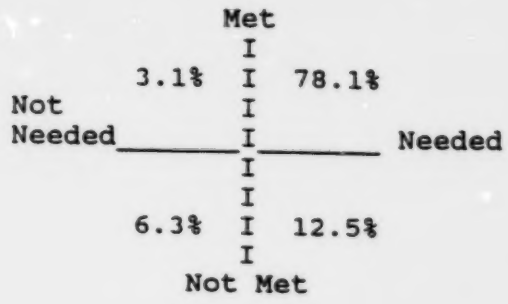
Table 3. Visitor Satisfaction: Grice Bay

Overall Satisfaction	
Very Satisfied	66.1%
Satisfied	30.5%
Dissatisfied	0.0%
Very Dissatisfied	0.0%
Overall Satisfaction (Satisfied or Very Satisfied) by...	
Main destination	100.0%
Planned stop	100.0%
Unplanned stop	100.0%
Mobility impaired	100.0%
Hearing impaired	100.0%
Visual impaired	100.0%

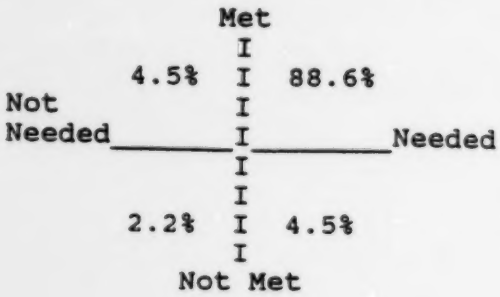
Facility and Service Satisfaction:	% Satisfied	% Unaware
Boat launch	90.9%	1.7%
Picnic opportunities	53.8%	6.8%
Bulletin board opportunities	78.3%	5.1%
Toilet facilities	92.9%	5.1%
Parking area	100.0%	0.0%

Table 4. Success Criteria: Grice Bay

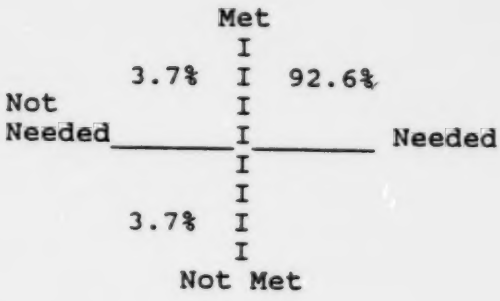
PRE-TRIP INFORMATION (n=32)



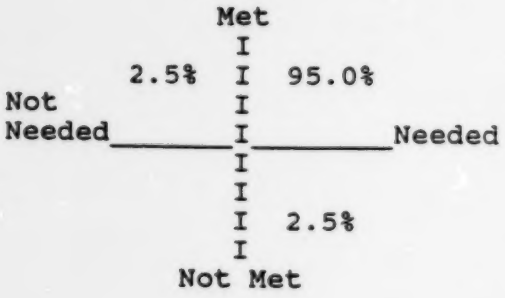
INFORMATION AT ARRIVAL IN PARK (n=44)



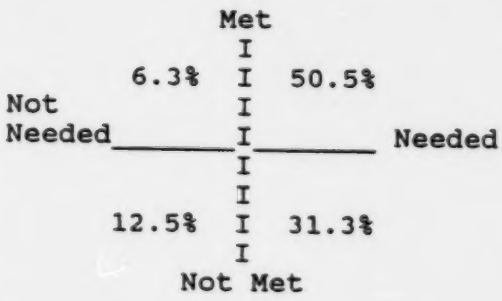
SCENERY (n=54)



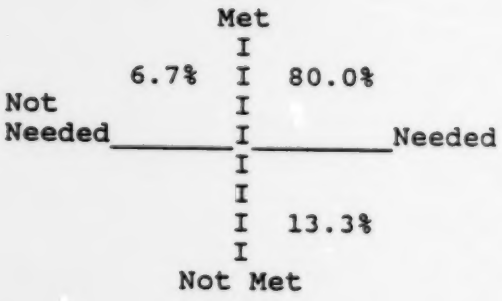
WILDLIFE/NATURAL RESOURCES (n=40)



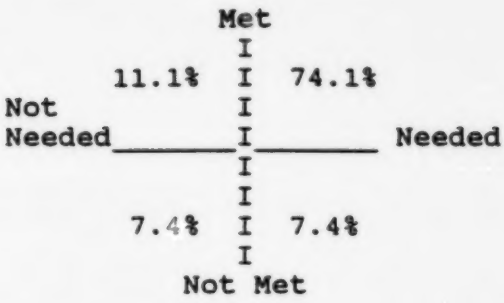
HERITAGE/CULTURAL (n=16)



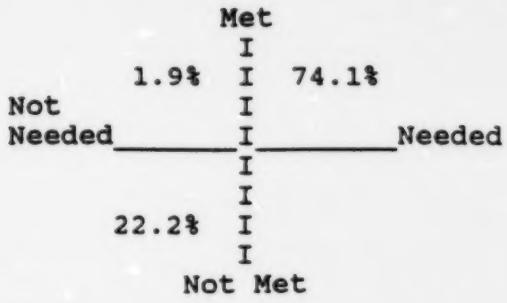
WEATHER (n=45)



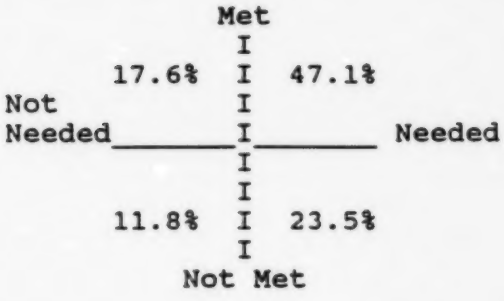
WATER CONDITIONS (n=27)



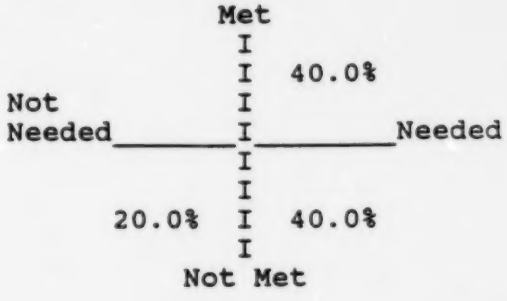
UNTOUCHED NATURAL ENVIRONMENT (n=54)



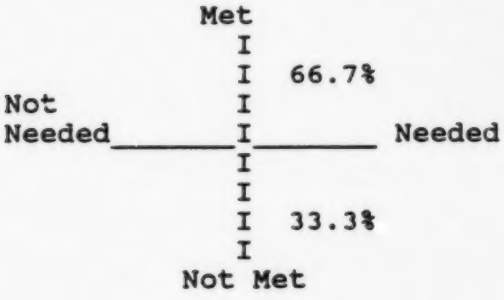
ANGLING OPPORTUNITIES (n=17)



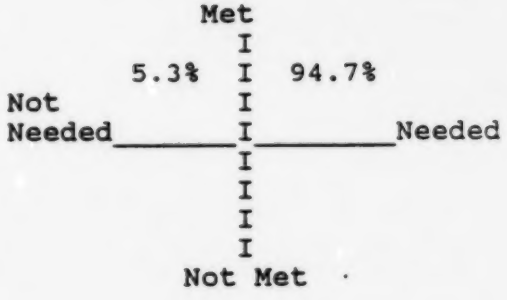
FOUL WEATHER ALTERNATIVES (n=15)



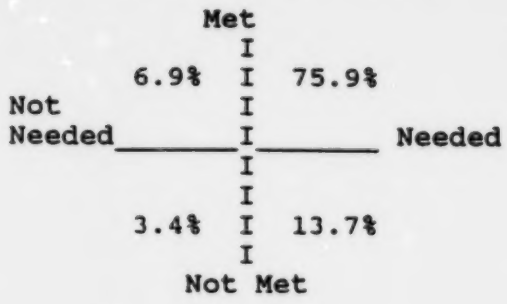
ACCOMODATION/CAMPING FACILITIES (n=39)



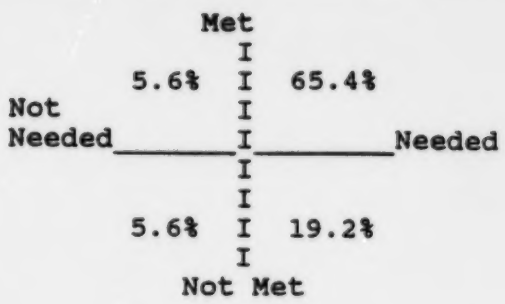
FRIENDLY PEOPLE (n=38)



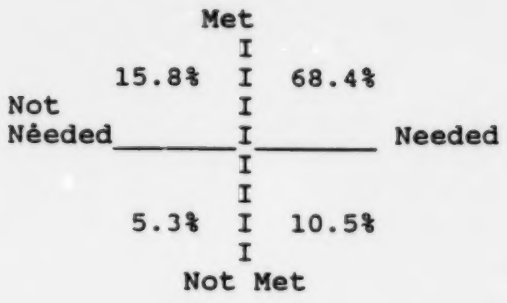
FOOD/RESTAURANT (n=29)

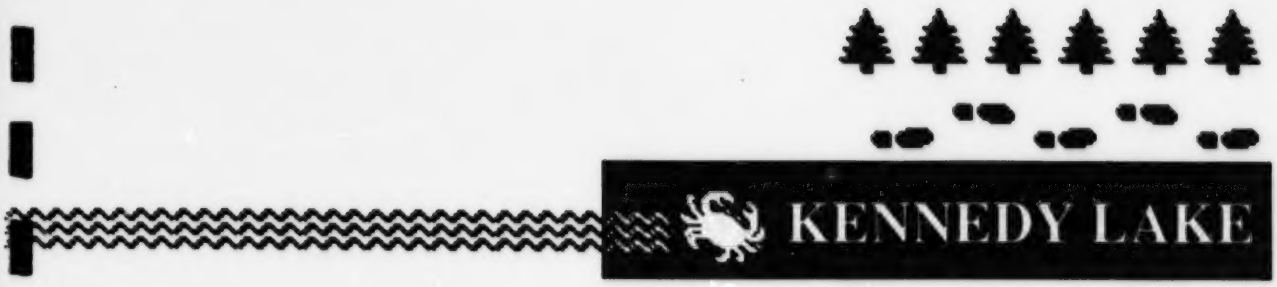


EDUCATIONAL/INTERPRETATION (n=26)



UNIQUE LOCAL COMMUNITIES (n=19)




KENNEDY LAKE
LONG BEACH UNIT

SURVEY RESULTS FOR KENNEDY LAKE

Introduction: The purpose of this report is to summarize the visitor survey data collected from a sample of 30 people who visited the Kennedy Lake area during the summer of 1989. The results are displayed in the following tables, the highlights of which are discussed below. Because this sample size is small, these results must be interpreted with caution.

Visitor Profile: As Table 1 indicates, most visitors (80%) to the Kennedy Lake area reside in British Columbia. Most of these visitors have selected Pacific Rim National Park as a main destination (56.7%), or as a planned stop (23.3%). The most important motives for visiting this area are as follows: "to spend time with family/friends"; "to get away from it all"; and "for physical exercise". The most important source of information people use to plan their trip is word of mouth (80.0%). This area attracts people of most ages, although very few people over 50 years were included in this sample. About 10% of this group have a significant physical disability.

Trip Profile: Most people (Table 2) visit this area to swim (83.3%), to sunbathe (80.0%), to walk on the beach (56.7%), and to picnic (56.7%). They appear to visit many other areas within the Long Beach Unit as well. Average visitor expenditures in the Long Beach area were $182.73 per group.

Visitor Satisfaction: Overall satisfaction was high (Table 3), and this was true also for people with disabilities, and for people who had selected the area as a main destination. a planned stop, or an unplanned stop. People were satisfied with all facilities and services, and very few people were concerned about crowding. About a third of these visitors were not aware they were in a National Park.

Success Criteria: Visitors were asked to indicate what criteria were important to them for a successful trip to Kennedy Lake, and if this criteria had been met. The interpretation of visitor responses to these two items is displayed in Table 4. It is important to note each of the four quadrants. For example, with regard to camping facilities, 58.3% of the sample felt that this factor was important, and it had been met (ie. they were satisfied); whereas 12.5% felt this was an important factor, but it was not met for them (ie they were unsatisfied). Using this kind of interpretation, it is apparent that visitors to Kennedy Lake were satisfied with most criteria, with the exception of weather and foul weather alternatives. Responses to some of these items are not reported in Table 4 because the number of responses to these items was too small to make accurate inferences.

Table 1. Visitor Profile: Kennedy Lake

Origin:

British Columbia	80.0%
Alberta	6.7%
Sask, Manitoba	4.0%
Ontario, Quebec	6.7%
Rest of Canada	0.0%
USA	0.0%
U.K.	0.0%
West Germany	0.0%

Type of Group:

Adults only	23.3%
Adults and children	70.0%
Organized group	0.0%
Other	0.0%

Age and Gender	-11	12-17	18-24	25-34	35-49	50-64	65+
Male....(%)....	11.0	8.7	15.7	7.5	8.7	2.3	0.0
Female..(%)....	9.8	11.0	8.7	9.8	6.9	0.0	0.0

Nature of Visit To Pacific Rim:

Main destination	56.7%
Planned Stop	23.3%
Unplanned Stop	6.7%

Source of Information About Pacific Rim National Park:

Media	15.0%
Tourism Information Centre	0.0%
Word of Mouth	80.0%
N.P Information Centre	5.0%
Other	0.0%

Important Motives For Your Trip Today:

To get some privacy/solitude	43.3%
To get away from it all	76.7%
To spend time with family/ friends	90.0%
For adventure/ wilderness experience	33.4%
To learn new skills	16.7%
To challenge/ test abilities	13.3%
To meet new people	16.7%
For physical exercise/fitness	53.3%
For learning/intellectual stimulation	13.3%
Other	13.3%

Disabilities (n=30):

Mobility	6.7%
Hearing	3.3%
Visual	0.0%
Other	0.0%

Table 2. Trip Profile: Kennedy Lake

Average length of stay at Kennedy Lake..... 199.0 minutes

Places visited in Long Beach Area

Radar Hill Viewpoint	63.3%
Grice Bay	30.0%
Schooner Trail	40.0%
Long Beach North Day Use Area	63.3%
Long Beach South Day Use Area	50.0%
Greenpoint Campground	36.7%
Combers Beach	50.0%
Rain Forest Trail	46.7%
Florencia Bay Day Use Area	43.3%
Shorepine Bog Trail	16.7%
Wickaninnish Centre Trail	60.0%
Wickaninnish Beach Day Use Area	50.0%
Gold Mine Trail	43.3%
Kennedy Lake	96.7%

Expenditures while visiting the area (averages)

Food and beverage	$ 68.04%
Accommodation	$ 31.28%
Recreation	$ 29.78%
Transportation	$ 29.77%
Other	$ 7.42%
Total	$182.73

Overnight at National Park Campground..... 5.6%

Activities (n=30)

Swimming	83.3%
Windsailing	0.0%
Waterskiing	10.0%
Walking on beach	56.7%
Sunbathing	80.0%
Beach bonfire	26.7%
Picnicking	56.7%
Social gathering	26.7%
Other	6.7%

Table 3. Visitor Satisfaction: Kennedy Lake

Overall Satisfaction

Very Satisfied	46.7%
Satisfied	50.0%
Dissatisfied	0.0%
Very Dissatisfied	0.0%

Overall Satisfaction (Satisfied or Very Satisfied) by...

Main destination	100.0%
Planned stop	100.0%
Unplanned stop	100.0%

Facility and Service Satisfaction	% Satisfied	% Unaware
Access raod	93.1%	0.0%
Parking area	93.1%	3.3%
Toilet facilites	86.4%	6.7%

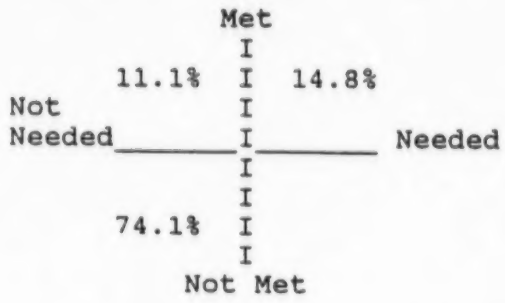
Awareness of being in a National Park..... 66.7%

Perception of Crowding

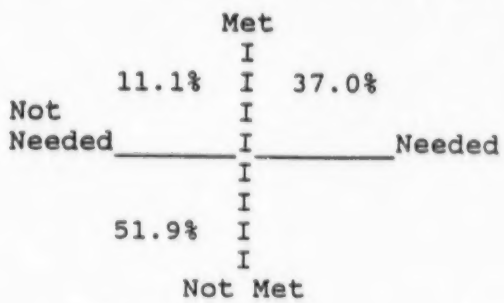
Heavy	3.3%
Medium	43.3%
Light	53.3%

Table 4. Success Criteria: Kennedy Lake

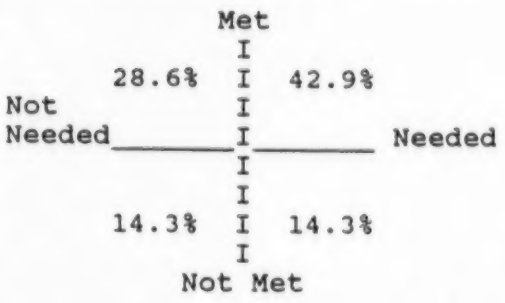
PRE-TRIP INFORMATION (n=27)



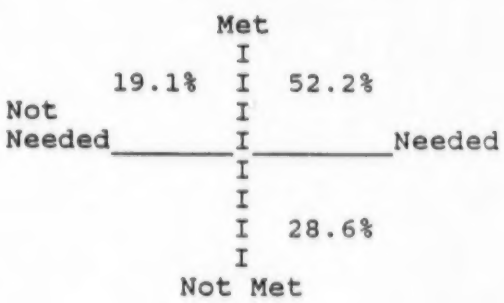
WILDLIFE/NATURAL RESOURCES (N=27)



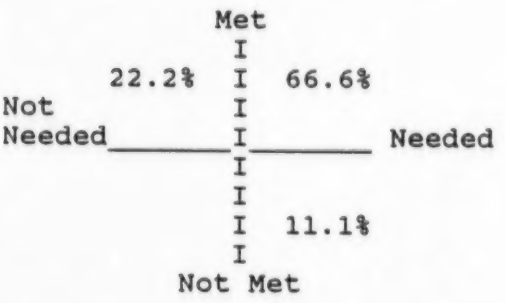
HERITAGE/CULTURAL (n=7)



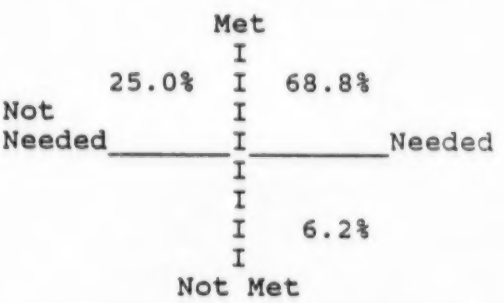
WEATHER (n=21)



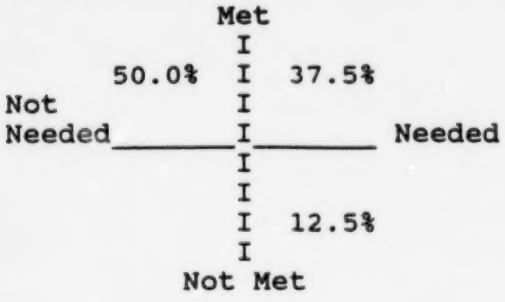
WATER CONDITIONS (n=18)



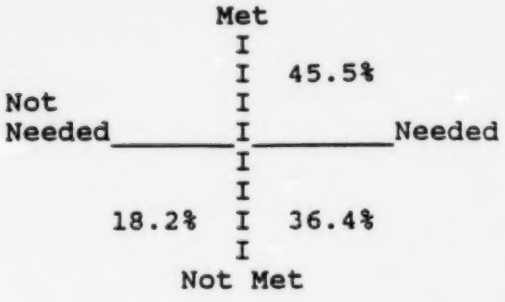
UNTOUCHED NATURAL ENVIRONMENT (n=18)



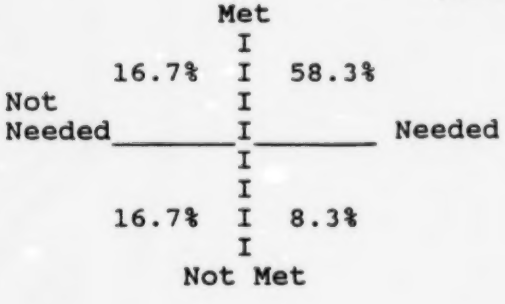
ANGLING OPPORTUNITIES (n=8)



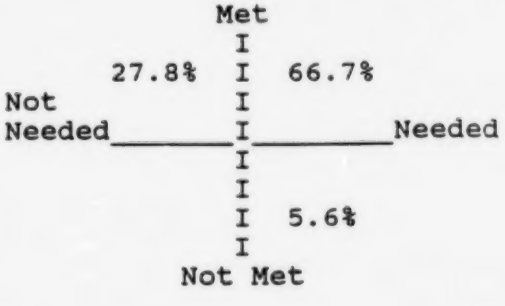
FOUL WEATHER ALTERNATIVES (n=11)



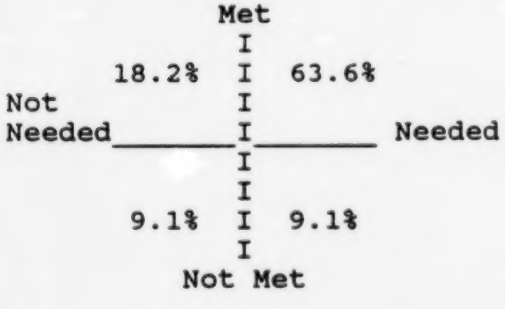
ACCOMMODATION/CAMPING FACILITIES (n=12)



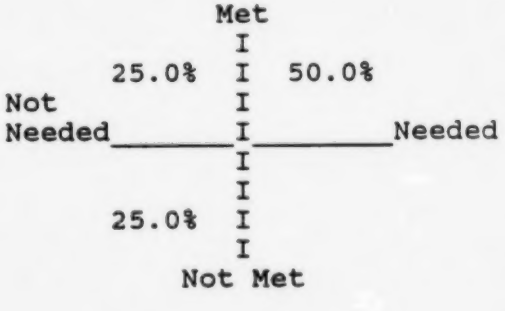
FRIENDLY PEOPLE (n=18)



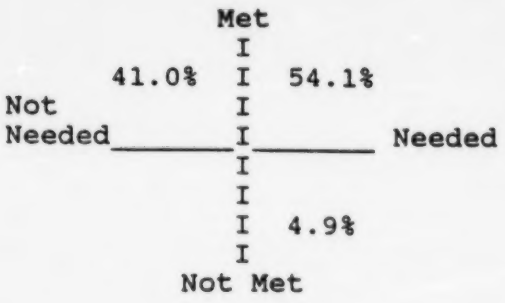
FOOD/RESTAURANT (n=11)



EDUCATIONAL/INTERPRETATION (n=8)



UNIQUE LOCAL COMUNITIES



WICKANINNISH CENTRE

LONG BEACH UNIT

SURVEY RESULTS FOR WICKANINNISH CENTRE AREA

Introduction: The purpose of this report is to summarize the visitor survey data collected from a sample of 250 people who visited the Wickaninnish Centre Area during the summer of 1989. The results are displayed primarily in tabular form, with brief comments provided below.

Visitor Profile: As Table 1 indicates, just over half of the visitors to this area are from British Columbia, and a further 21.2% originate from other countries. Most of these people have selected Pacific Rim National Park as either a main destination (38.2%), or as a planned stop (52.1%). People describe a variety of motives for visiting this area, the most important of which appear to be the following: "to get away from it all", "to spend time with family/friends", "for learning", "for privacy", and for physical exercise". About 20% of these people are 65 years or older, and about 18% are under 18 years. About 16% have a significant physical disability. Word of mouth appears to be the primary source of information people use to find information about the park.

Trip Profile: Most people come to the Wickaninnish Centre Area to see the Visitor Centre, to eat in the restaurant, or to walk on the beach (Table 2). Although the average length of stay is 36.1 minutes, these people also visit a number of other destinations in the park. A small number (5.5%) camped in the park. People reported spending an average of $273.47 while visiting in the area.

Visitor Satisfaction: Overall satisfaction is very high (Table 3), regardless of visitor characteristics (main, planned or unplanned stop) or disability. Satisfaction was high for all facilities, although there was a number of people (11.1%) who were not aware of the interpretive guided walk.

Evaluation of Interpretive Centre: About 69% of the visitors to this area visited the interpretive centre, and they stayed for an average of 70.4 minutes (Table 4). Satisfaction with the various interpretive facilities was high, although a number of people were not aware of the wave rider exhibit, or the feature creature exhibit. In terms of learning, there was a large number of no responses, which are somewhat difficult to interpret; however visitors expressed positive views for most theme areas with the possible exception of "effect on ocean on local climate", for which 19.4% indicated they learned nothing.

Success Criteria: Visitors were asked to indicate what criteria were important to them for a successful trip to the Wickaninnish Centre area, and if this criteria had been met. The interpretation of visitor responses to these two items is displayed in Table 4. It is important to note each of the four quadrants. For example, with regard to pretrip information, 65.7% of the sample felt that this factor was important, and it had been met (ie. they were satisfied); whereas 31.3% felt this was an important

factor, but it was not met for them (ie they were unsatisfied). Using this kind of interpretation, it is apparent that visitors to this area were satisfied with many of these criteria, although several visitors expressed concerns about pretrip information, heritage/culture, weather, water conditions, and accommodation. Non response to many of these items was quite high, so these results should be interpreted with caution.

Table 1. Visitor Profile: Wickaninnish Centre Area

Origin:

British Columbia	52.9%
Alberta	7.4%
Sask, Manitoba	3.2%
Ontario, Quebec	8.8%
USA	12.9%
U.K.	5.5%
West Germany	2.8%

Type of Group:

Adults only	61.1%
Adults and children	28.4%
Organized group	7.1%
Other	0.5%

Age and Gender	-11	12-17	18-24	25-34	35-49	50-64	65+
Male....(%)..	6.2	2.9	2.4	8.3	10.3	11.0	12.6
Female..(%)..	5.2	3.2	2.7	6.4	12.3	9.5	7.1

Nature of Visit to Pacific Rim:

Main Destination	38.2%
Planned Stop	52.1%
Unplanned Stop	5.9%

Source of Information About Pacific Rim National Park:

Media	11.1%
Tourism Information Centre	6.5%
Word of Mouth	53.9%
N.P Information Centre	1.4%
Other	26.9%

Important Motives For Your Trip Today:

To get some privacy/solitude	53.4%
To get away from it all	70.0%
To spend time with family/ friends	69.5%
For adventure/wilderness experience	59.9%
To learn new skills	20.0%
To challenge/test abilities	14.3%
To meet new people	22.1%
For physical exercise/fitness	52.5%
For learning/intellectual stimulation	59.9%
Other	19.3%

Disabilities:

Mobility	5.1%
Hearing	6.0%
Visual	2.3%
Other	2.3%

Table 2. Trip Profile: Wickaninnish Centre Area

Average length of stay in Wickaninnish Centre Area... 36.1 minutes

Places visited in Long Beach Area:

Radar Hill Viewpoint	54.0%
Grice Bay	19.8%
Schooner Trail	21.7%
Long Beach North Day Use Area	49.3%
Long Beach South Day Use Area	43.8%
Greenpoint Campground	24.4%
Conmbers Beach	40.1%
Rain Forest Trail	31.3%
Florencia Bay Day Use Trail	26.3%
Shorepine Bog Trail	28.6%
Wickaninnish Centre Trail	85.3%
Wickaninnish Beach Day Use Trail	61.3%
Gold Mine Trail	15.2%
Kennedy Lake Trail	16.1%

Expenditures while visiting the area (averages):

Food and beverage	$ 98.80
Accomodation	$ 97.00
Recreation	$ 45.50
Transportation	$ 32.80
Other	$ 9.68
Total	$273.47

Overnight at National Park campground..... 5.5%

Reason for visting

Whale watching	14.7%
Storm watching	12.9%
Walking on the beach	70.9%
Hiking the Wickaninnish Trail	26.7%
Picnicking	15.2%
Using the restaurant	43.8%
Visiting Wickaninnish centre	69.6%
Joining an interpretive guided walk	5.9%
Other	11.1%

Table 3. Visitor Satisfaction: Wickaninnish Centre Area

Overall Satisfaction

Very Satisfied	55.5%
Satisfied	38.9%
Dissatisfied	2.8%
Very Dissatisfied	0.0%

Overall Satisfaction (Satisfied or Very Satisfied) by...

Main destination	100.0%
Planned stop	100.0%
Unplanned stop	100.0%
Mobility impaired	100.0%
Hearing impaired	100.0%
Visual impaired	100.0%
Other disability	100.0%

Facility and Service Satisfaction:	% Satisfied*	% Unaware
Wickaninnish centre restaurant	86.5%	0.5%
Access to Wickaninnish beach	96.8%	0.5%
Hiking trails	97.3%	1.8%
Interpretive signs	95.6%	3.7%
Viewing deck	99.0%	0.0%
Telescope	80.0%	0.9%
Parking area	93.8%	0.0%
Interpretive guided walk	100.0%	11.1%

* Indicates % "satisfied" and "very satisfied"

Awareness of water hazards..... 86.6%

How learned about water hazards

Park employees	0.5%
Park brochure	6.5%
Park signs	18.0%
Word of mouth	18.4%
Other	56.5%

Table 4. Vistior Evaluation of Wickaninnish Interpretive Centre

Number visiting..... 68.9%

Average length of visit..... 70.4 minutes

Learning (n=215):

	Better Understanding	Learned a Little	Learned Nothing	No Response
Purpose of centre	28.6%	27.2%	6.5%	37.8%.
Park geography	18.9%	29.0%	12.9%	39.1%
Pacific Ocean	24.0%	30.0%	6.9%	39.1%
Effect of ocean on local climate	17.5%	23.5%	19.4%	39.6%
Life in the deep ocean	22.1%	29.0%	8.3%	40.5%
Local native whaling	22.6%	26.3%	11.5%	39.6%
Other facilities	12.9%	20.3%	21.7%	45.1%

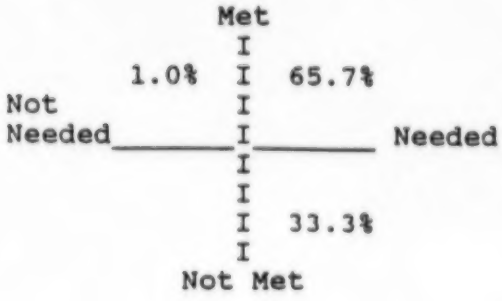
Satisfaction:

	% Satisfied*	% Not Using	% Unaware
Murals	100.0%	1.4%	1.4%
Films	93.7%	18.9%	1.4%
Explorer 10 exhibit	72.8%	7.8%	2.3%
Whaling exhibit	96.0%	3.7%	1.4%
Staff presentation	97.4%	20.3%	5.1%
Other exhibits	92.4%	8.8%	2.8%
Feature Creature exhibit	90.6%	16.1%	15.2%
"What is it" exhibit	94.2%	17.5%	11.1%
Photo displays	97.5%	4.6%	2.8%
"Wave rider" exhibit	90.8%	16.7%	13.9%
Overall satisfaction	97.2%	22.7%	1.9%

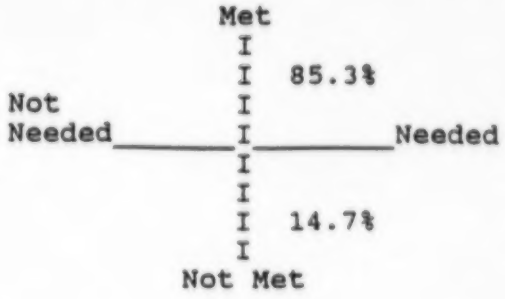
* indicates percent of respondents indicating they were "satisfied" or "very satisifed", as compared to respondents indictating "dissatisfied" or "very dissatisifed"

Table 5. Success Criteria: Wickaninnish Centre Area

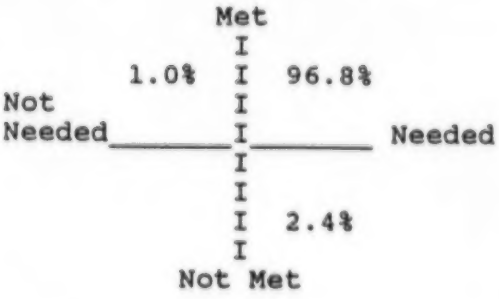
PRE-TRIP INFORMATION (n=102)



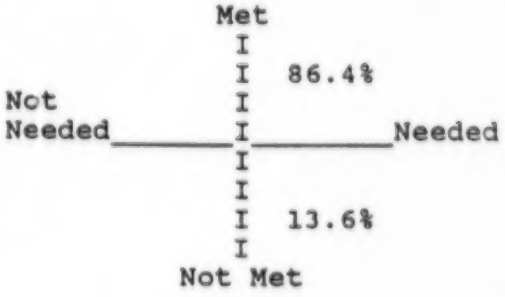
INFORMATION AT ARRIVAL IN PARK (n=116)



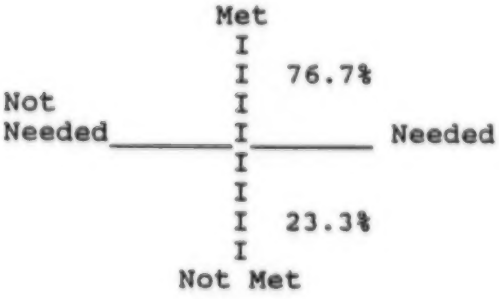
SCENERY (n=126)



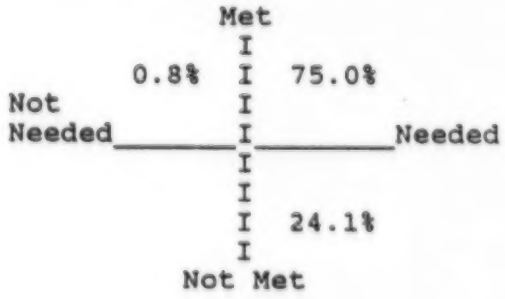
WILDLIFE/NATURAL RESOURCES (n=103)



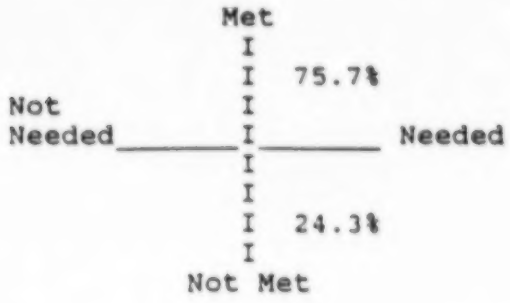
HERITAGE/CULTURAL (n=73)



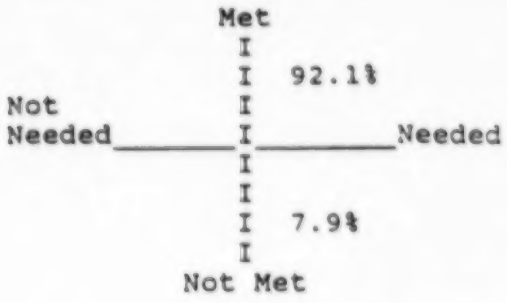
WEATHER (n=112)



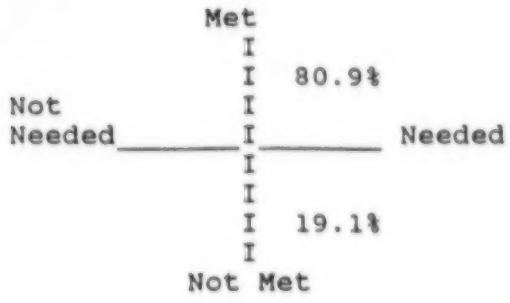
WATER CONDITIONS (n=70)



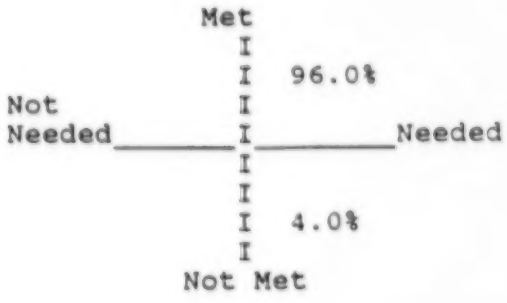
UNTOUCHED NATURAL ENVIRONMENT (n=101)



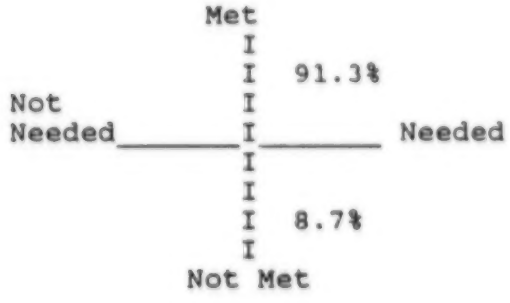
ACCOMODATION/CAMPING FACILITIES (n=94)



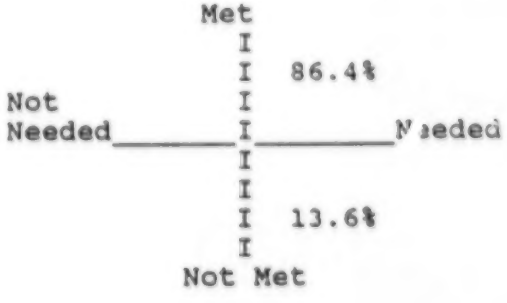
FRIENDLY PEOPLE (n=100)



FOOD/RESTAURANT (n=103)



EDUCATIONAL/INTERPRETATION (n=81)



UNIQUE LOCAL COMMUNITIES (n=62)